

The **NATIONAL** **UNDERWRITER** *Life Insurance Edition*

Over \$100,000,000
gain in outstanding insurance
during 1949.*

More than \$770,000,000
insurance in force.

This represents a gain of 15%
during the past year.
We do not issue group.

*It is doubtful if 20 of the more than
500 life insurance companies in America
can show a greater dollar increase
in outstanding Ordinary Volume.



The Friendly
FRANKLIN LIFE INSURANCE
COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$750,000,000.00 insurance in force.

FRIDAY, JANUARY 6, 1950

THE LAST HALF OF THE CENTURY...

The first half of the 20th Century saw buggy whips replaced by piston rings, travelers soar into the air, the passing of button shoes, bustles, and coal oil lamps, . . and countless other innovations.

It also witnessed an amazing advancement of Life Insurance in America, to the point where the majority of American people now rely on Life Insurance as the very foundation of their future security.

We move into the second half of the century dedicated to greater service to the self-reliant American public.

The NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.

HOME OFFICE NATIONAL BLDG.
NASHVILLE TENNESSEE

FIDELITY

THE COMPANY BACK OF THE CONTRACT



robinson crusoe would have it Balanced, Too!

Granted enough human population on his island, Robinson Crusoe, wise man that he was, would have discovered the need for founding a Life Insurance Company. To achieve this goal, he would have had to find sufficient people in average normal health, a well-organized method for reaching them, well-spread investment opportunities, and a cheerful, efficient group of co-workers. While solving these problems he would have discovered that in Life Insurance, strength in one category must be supported by strength in the others . . . for smooth functioning demands balance.

Fidelity is a well-balanced company.



The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

Agents — THESE POLICIES PRACTICALLY SELL THEMSELVES!



FOR FULL DETAILS WRITE
NORMAN B. ANDERSON, Supt. of Agents

Even the best salesman needs a popular product. You know when you sell what the public wants, you sell *more* and make *bigger* commissions.

One of Our Terrific Sellers:

10 yr. Term Policy, guaranteed renewable for as long as the insured wants to carry it . . . and at unusually low premiums.

Reliance Mutual is a stable, old-line concern of great prestige. We write complete personal insurance — Life, Accident and Hospitalization. Don't wait! Write today and find out how you can earn those bigger Reliance Mutual commission checks.

RELiance MUTUAL LIFE INSURANCE COMPANY OF ILLINOIS

AN OLD LINE LEGAL RESERVE COMPANY

105 W. MADISON ST.

CHICAGO

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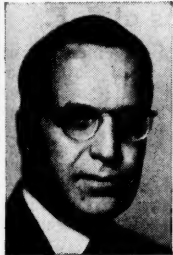
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N. W. Mutual Holds Big Eastern Rally in New York City

**Wrote \$400 Million, Off
7%; In-Force Now
\$6 Billion**

NEW YORK—New insurance paid for by Northwestern Mutual exceeded \$400 million and while this was down about 7% from a year ago, it is still a gratifying total, said Edmund Fitzgerald, president, at the eastern regional meeting here. A "very satisfactory" termination rate brought business in force to just over \$6 billion by the end of the year, Mr. Fitzgerald announced in his address.

Barring anything extraordinary in December, the 1949 death rate among Northwestern policyholders set a new



Edmund Fitzgerald



Grant L. Hill

low record. Expenses, while higher, were nevertheless in fair proportion to growth and in line with economic conditions, said Mr. Fitzgerald. He estimated that the average net earned interest rate would show an increase for 1949. He said the improvement in the return resulted chiefly from a redistribution of assets.

Mortgages Bulk Larger

Outstanding among Northwestern's investment results was the increase of about 30% in the size of the mortgage loan account as compared with a year ago, most of it in residence mortgages. The company now has 21,000 residence loans. The company is reaching the point where the account is large enough to make a significant contribution to the over-all investment return. As the account increases, Mr. Fitzgerald explained, acquisition expenses become a smaller proportion of gross returns and the net returns improve accordingly.

Bonds continue to be the company's major investment outlet by a wide margin. Increases in municipals, public utility, industrial and Canadian bond holdings and a decrease in federal bond holdings, characterized the bond operations. No bond is in default. Gains in surplus, both from insurance and investment sources, increased during the year, even after setting up a reserve of \$3½ million for federal income taxes.

Mr. Fitzgerald touched on the Celler and O'Mahoney committee hearings on life insurance and took a mild dig at the investigators.

"It is only forthright to tell you that we, with many others, wish that the same diligence that is searching for answers to equity financing and small

(CONTINUED ON PAGE 14)

Argue Merits of State vs. Federal Disability Plan

NEW YORK — Advocates of state and advocates of federal provision of disability benefits argued their views in vigorous and lively, if friendly, fashion at the discussion of new developments in employee disability programs conducted by the American Assn. of University Teachers of Insurance during its annual meeting here. C. A. Kulp, University of Pennsylvania, was chairman and kept the arguments going at a clip, though participants needed little prompting.

On the panel were Wilbur Cohen, social security board; T. Y. Beams, Eagle-Globe-Royal Indemnity Cos.; Harry Becker, in charge of social insurance for United Automobile Workers; William R. Williamson, actuarial consultant, Washington, D. C., and Frank Walsh, Prudential.

Contenders Square Off

Messrs. Cohen and Becker strongly urged a federal plan of compulsory disability benefits protection. Both sharply criticized the shortcomings of state plans, in operation and projected. Messrs. Williamson, Beams and Walsh just as vigorously criticized government operated social insurance plans and argued that disability programs under state aegis will work better. Mr. Cohen wants "uniform, equitable" federal coverage. America is a country in which people move around, he said, and the law should not distinguish between persons who need disability coverage because of geography, membership in unions, and kind of industry they work in. He asserted that federal administration of disability "would cost less than 7.5% of premiums."

State disability laws cover only a small part of the population. The state approach will result in such a patchwork of protection the employer can't keep track of it.

Would Bargain for More

Asked what the unions prefer, Mr. Becker said he agreed with Mr. Cohen. Those working with unions recognize that they must look to the government for a universal protection program. That would be the floor. To the extent that union workers don't get what they think is adequate cover, they would seek supplementary benefits through collective bargaining.

With his "simple federal law" Mr. Cohen injects something new, Mr. Walsh commented dryly. His experience in federal and state government work, he said, makes him pessimistic about ever finding a federal law that is simple. Anyway, there is more to the whole subject of non-occupational disability than simple federal law. Private enterprise has done a fine job in accident and health. Much remains to be done, but he believes the state level is the place to start. There are three or four types of law at state level and by learning as it goes along private enterprise can find the right way.

WHAT KIND OF RISK

All agree something should be done, Mr. Beams pointed out. The government has demonstrated that it does not do as good a job as private enterprise, and he believes disability cover should be tested at the state level first.

Mr. Williamson pointed out that certain risks are catastrophic, of years' duration; others serious, of a few weeks' duration; others are minor, they last a

few days. The disability risk is serious but not catastrophic; it runs weeks, not years. In experimenting with old age benefits, the government has treated old people pretty cavalierly. After years less than 20% of the aged get any benefits. Disability is a risk the government is particularly unable to handle. It requires local control. In logic it does not belong in the area of federal provision.

Mr. Becker responded that without exception government programs are less expensive. Also this is not a matter of government vs. another type of plan. The objective is to provide disability coverage for all the people.

Mr. Walsh said federal government forced the states to go along with the unemployment compensation act, but there is this difference: Unemployment started from a vacuum whereas disability protection started when there were millions already covered by some form of private disability insurance. Under the compulsory form of benefits, he said, the minimum becomes the maximum. In private plans, benefits vary. Many employees get more than the minimum. He said he thought union labor would welcome that kind of opportunity.

Supplemental Benefits Impractical

As for supplemental benefits, Mr. Walsh said, if the base is \$22 a week and the union wants to increase it to \$30, the \$8 additional must be privately insured. The cost for the \$8 would be prohibitive. The net result would be that the minimum supplied by the government would become the maximum. In talking about administrative costs in government operation, Mr. Walsh wondered if franking, rental of space, etc., are included.

"Workmen's compensation experience is a sad thing," Mr. Becker said. "It is a patchwork of benefits and administration. The cost of overhead, state by state, is one of the scandals of the past decade in the insurance business."

In 1948 automobile industry workers had in temporary disability benefits less than enough to buy food for one week, he said. They could get more in the county relief office. A year ago the average auto workers had less than half his hospital costs supplied by private insurance, through employer or otherwise.

Pick Up "Bad Features"

State disability plans have tended to pick up the bad features of workmen's compensation and unemployment insurance, particularly as to disqualification, he said. Many states do not have the payroll volume that will give them the taxable resources to afford disability programs. New York, New Jersey and California—yes; many others no. The reason insurance companies want a state by state program is that they can better control those programs by lobbying at the state level, he said. Also, it is essential to a well rounded disability program that the non-occupational disability benefits be tied in with medical care on a community basis and with community rehabilitation programs. The insurance companies cannot do this, only the government can.

Mr. Williamson reiterated his point that it is tough to deal with disability at the national level, far from the recipient and local conditions. There grows up a tremendous intention to get all that it is possible to get. He worked some years for the government. He said that

(CONTINUED ON PAGE 15)

Federal Specter Raised in Rhode Island Row

**Acrimonious Collision
Between States Occurs in
Convention Examination**

On call of Commissioner Bisson of Rhode Island, commissioners and examiners of the nine states participating in the convention examination of Rhode Island Ins. Co., plus other interested state department personnel, gathered at the state capitol at Providence Wednesday morning for a go-around on the tangled and acrimonious situation involving Rhode Island Ins. Co.

On Tuesday there was a gathering of commissioners and departmental people at Boston on the same subject.

Bisson Statement Issued

This is developing into a cause célèbre. It is producing a collision between some of the states and a threat by Attorney General Powers of Rhode Island to instigate a "full federal investigation" of state supervision of insurance unless the examiners of all nine states sign the convention examination report of Rhode Island Ins. Co. So far only Rhode Island and Florida have signed the report.

Earlier Mr. Bisson had issued a statement giving Rhode Island Ins. Co. a clean bill of health and then saying that if, in the final analysis, the most extreme adjustments were made in the report, the company would be comfortably situated as to surplus.

"Dilatory Tactics" Charged

Mr. Powers, in his letter, expressed the hope that the failure of the remaining examiners to sign the report is due solely to their desire to give their own commissioners an opportunity to study it or "some other reason" and not to the "same type of unnecessary dilatory tactics as have marked every phase of the convention audit."

Following Mr. Bisson's statement on the condition of Rhode Island Ins. Co., Forbes of Michigan, as president of National Assn. of Insurance Commissioners, wrote a letter to all of the state officials declaring that the report of the seven examiners who did not sign and which is now in the pre-draft stage "shows that the capital of Rhode Island is impaired."

Threat to State Control

Mr. Forbes declared that the Powers letter "contains a definite threat to state supervision of insurance." Mr. Forbes said the examination of Rhode Island was completed about Dec. 16. The examiners from Washington, Wyoming, New Mexico, Georgia, Indiana, Michigan and Pennsylvania refused to sign the report as drafted. He said he regretted the publicity that has arisen but when Mr. Bisson issued a public statement to the effect that the examination had been completed and that Rhode Island had been found to be solvent, he said he had no other alternative except to challenge his statement. He said he regretted that the commissioners who had examiners participating were not afforded an opportunity to meet and discuss conflicting reports before any public statements were made. Mr.

(CONTINUED ON PAGE 15)

Examine Indices Revealed by Statistics in A.&H. Field

NEW YORK—More exposure information is needed in the field of Blue Cross and Blue Shield, Mark Kormes, consulting actuary, New York, said at the joint session here of the American Statistical Assn. and American Assn. of University Teachers of Insurance. He hopes the argument will not prevail that because this is social insurance the expense should not be undertaken. The cost of gathering such information is small over the years and is well worth the money.

Raymond Killion, Metropolitan Life, presided. William R. Williamson, consultant, Washington, reviewed Mr. Kormes' paper, and Gordon Streeter, Aetna Life, discussed A. & H. statistics.

Why Hospital Charges Vary

Mr. Kormes presented some results of statistical procedures in Blue Cross and Blue Shield operations. As to Blue Cross, he said, there is a moral obligation to get hospital service as reasonably as possible. Yet hospital charges may be out of line because of inefficient operation, loadings for charity patients, and, in the case of private hospitals, undue profits. In certain communities Blue Cross has been able to get charges based on cost studies made by the hospitals.

Short stay surgical cases make high per day charges, long stay medical cases produce low per day charges, he pointed out. There is now considerable effort, and he hopes that it will succeed, to determine costs scientifically. He said experience shows that subscribers with wider coverage are apt to use it. There is need of a duration table; that is, the elements that influence duration should be determined. Special studies have been made—analyses by diagnoses, by group experience according to size and percentage of participation, and by kind of service.

Adversities May Not Be Permanent

Mr. Williamson called attention to Mr. Kormes' suggestion of need in Blue Cross for protection against adverse selection. It is necessary to know how permanent the adverse selection is, Mr. Williamson said. If the whole lifetime is taken, the adversities probably wash themselves out. Also, if lifetime coverage is being considered early good experience may be misleading in view of the long range results.

Mr. Kormes referred to vital cost factors as including age, sex and marital status. Mr. Williamson's comment was that employment is also very important. Group experience shows that employment itself is a selective factor favorable to insurers.

Need More on Frequency Distribution

Mr. Williamson wondered if the lags in reports from hospitals and doctors wouldn't be speeded up if the federal government didn't require withholding and reporting of income taxes. The problem of frequency distribution needs wider exploration, he believes.

One recent study shows that there is no extra cost where there are greater benefits, contrary to Mr. Kormes' statement that with greater benefits there is greater utilization of them, Mr. Williamson said. If there are greater benefits, there may be earlier utilization of both basic and ancillary benefits, which would tend to reduce the long range utilization of the coverage.

Mr. Williamson said that he has always been horrified at the use of index numbers such as life expectancy, cost of living, etc. These indices are produced under one set of conditions and then applied to another set with the considerable differences.

A company the size of Aetna Life, writing personal A. & H. lines and not group, would have to be practical in the statistics it collects, Mr. Streeter stated.

As a matter of fact, mass statistics are not collected in the personal A. & H. field.

The actuary's prime objective is to develop a reasonable level of rates. In doing this, he said, the company does keep experience as to sexes apart where possible because otherwise there can be serious results. Age is an important factor in determining premium. As a person grows older he is more susceptible to illness and accident, and Aetna Life beyond 59 charges more premium. Yet Aetna has a mass of data on students which shows a high accident frequency. This drops when they reach marriageable age. Occupation is also important and premiums vary accordingly.

Yet a factor that leads to wonder at the reliability of all such figures is general economic change such as occurred in 1930-32 when conditions were not favorable and experience was unpalatable.

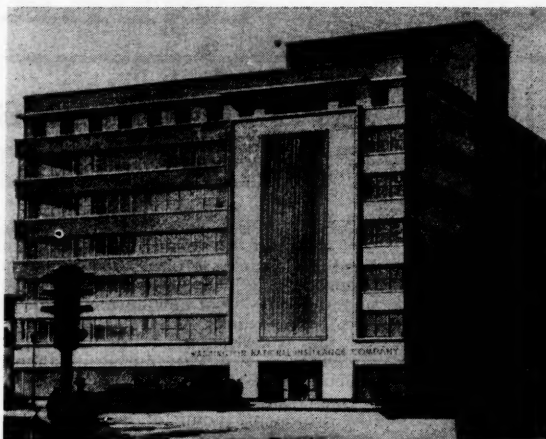
Not Rate Regulated

The actuary has to keep in mind that the company has to keep in the black, he said. One limitation on the actuary in the A. & H. field is that A. & H. is not subject to rate regulation. Each company determines its own rates. Before the Southeastern Underwriters Assn. case it was possible to collect information in several companies and pool the results to arrive at rate indications. Now standard rates are illegal. The broadening of a coverage or a reduction in a rate by one company can be disconcerting.

Aetna Life's punch card gives accounting information and there has been added to the card enough space to in-

(CONTINUED ON PAGE 16)

Washington National's New Home Office Econ



Architect's sketch of proposed seven-story home office building of Washington National at Evanston, Ill. The building will front 116 feet on Chicago avenue and connect with the present seven-story home office building. Completion of the building about April 1951, will enable the company to house all its 800 home office employees in one location. Graham, Anderson, Probst & White are the architects and the contractor is R. C. Wieboldt Co., both of Chicago.

Equities in Insurance, Pension Reserves Rise \$1½ Billion in 3rd Quarter

WASHINGTON—Individuals' equity in insurance and pension reserves increased \$1.5 billion during the third quarter of 1949, the securities and exchange commission has reported.

It further reports that institutions, mainly insurance companies, made net purchases of \$900 million of corporate bonds, absorbing all of the \$400 million of net new bond issues during the third quarter of the year.

Institutions increased their holdings of government securities by about \$4.2 billion and of state and local government securities by about \$600 million, the report says.

Additions to insurance and pension re-

serves in the third quarter were at a slightly higher rate than in the preceding quarter. An increase in the rate of additions to government insurance funds more than offset a slight decrease in the rate of additions to individuals' equity in private life insurance, according to the report.

The record beginning with 1940 shows increases in savings in both private and government insurance, from year to year and by quarters in 1948 and 1949.

Management Assn. to Discuss Pensions at S. F.

At the American Management Assn. management conference in San Francisco Jan. 18-20 there will be a session on pensions and the changing concept of security led by Almon E. Roth, San Francisco attorney. Alexander Heron, Crown Zellerbach vice-president, and Cyrus Ching, federal mediation chief, will discuss the emergence of security as a prime problem of management. Lee Laird, manager benefits division personal department Standard Oil of California, will talk on the practical aspects of inaugurating a pension program. William Wallace, executive director of the savings and profit-sharing pension fund of Sears, Roebuck & Co. employees, will describe how his company's plan works. Eugene Dougherty, Anheuser-Busch, will discuss the insurance problems of management.

Cough Held Accident

The federal court of appeals in Wilson vs. New York Life, has ruled that a blood clot which broke loose and caused the insured's death following a spell of violent coughing was not the result of an operation he had just undergone and that since the violent coughing was the proximate cause, double indemnity was payable. The attending physicians contended that the clot existed in the insured's body as a result of an operation performed four years earlier, and was not due to the more recent operation. The court also pointed out that while the insurer was given the opportunity of having an autopsy performed, it did not do so. The company was appealing from a decision of the eastern Idaho federal court.

N.A.I.C. Chicago Post

James M. McCormack, former Tennessee commissioner and former president of National Assn. of Insurance Commissioners, who is now doing examination work for the Mississippi department, is being prominently mentioned as a possibility for selection as assistant secretary of N.A.I.C. at the new headquarters office at Chicago. He has several strong boosters and it is understood he is being given serious consideration.



OUR NORTH STAR

Until modern navigation equipment became a reality, seamen depended for directions and guidance upon the North Star.

Although tossed upon the waves in the middle of the ocean, the mariner was able to sight on the North Star, find his bearings and directions and guide his vessel safely into port.

Just as the North Star's permanence in the heavens furnishes direction and guidance to the traveller, so does the stability and permanence of the life insurance industry of America furnish strength and security and protection to the economy of our nation.

Insurance in force — Dec. 1, 1949 — \$432,349,332

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

Architect's sketch of proposed seven-story home office building of Washington National at Evanston, Ill. The building will front 116 feet on Chicago avenue and connect with the present seven-story home office building. Completion of the building about April 1951, will enable the company to house all its 800 home office employees in one location. Graham, Anderson, Probst & White are the architects and the contractor is R. C. Wieboldt Co., both of Chicago.

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Office Economic Advisers Council Opposes Private Pensions

WASHINGTON—The Council of Economic Advisers, in its annual report to the President, has come out against privately negotiated pension plans, stating that "mere slogans would lead business men to believe that privately negotiated pension systems are preferable to the expansion of federal old-age security because the former is 'free enterprise' and the latter involves 'government'."

The report goes on to say: "Many business men are questioning whether the random development of unequal pension systems in scattered industries could really leave the business system more truly free than the systematic development of uniform old-age security. If labor mobility is a prime characteristic of dynamic free enterprise, will business or workers have more freedom when non-transferrable pension benefits are particular workers to particular jobs? If business success depends upon flexible adjustment to changing circumstances, should business entangle itself in cost ventures which necessarily protect a generation or longer into the future?"

Announce Southern Round Table Plans

A. B. Richardson, Life of Georgia, chairman of the Southern Round Table of Life Advertisers Assn. announces that the 1950 meeting of the Round Table



A. B. Richardson



J. L. Briggs

will be held at the Hotel Shamrock, Houston, April 30-May 2.

The arrangements committee, headed by William Sexton, Great Southern, urges that everyone plan to arrive by noon on Sunday. Following registration, the entire group will leave the Shamrock at 3 p.m. by chartered bus to the ship channel turning basin where the party will board the Houston Port Authority yacht, the "Sam Houston," for a trip down the San Jacinto river. Dinner will be served at the San Jacinto Inn.

The first business session will be held Monday morning, May 1. The program committee, headed by John L. Briggs of Southland Life, who is vice-chairman of the S.R.T., announces that A. R. Jaqua, Southern Methodist University, will give the keynote address on "How the Advertising Man Can Assist the New Life Underwriter." Additional details of the program for Monday and Tuesday will be announced later.

Four Prudential Group Changes

Prudential has made four changes in its group field offices.

John F. Musser, Indianapolis district sales manager, has been named in charge of the Cleveland group office. David T. Beattie has been appointed to succeed Mr. Musser at Indianapolis. Loyd S. Wise has moved from Hartford to Buffalo as associate district sales manager there, and the Hartford group office has been discontinued. L. Paul Ginter has joined the Cleveland ordinary agency as assistant manager after service in the group office there.



Agents in charge of program and arrangements for the annual eastern regional meeting of Northwestern Mutual Life in New York City: Front row: E. Morris Abernathy, Norfolk; Fred N. Tornow, Buffalo; A. J. Johannsen, New York, chairman; V. A. Miletti, Newark; O. G. Boynton, Providence, and E. R. Gettings, Albany, program committee; back row: J. Vincent Talbot, Newark; Walter Davidson and Harry Krueger, New York City, co-chairmen; Harold W. Gardiner, home office educational director and liaison officer on the committee; Willis F. McMartin and J. Robert Guy, New York City, the metropolitan general agents in charge of arrangements.

FTC Now Makes Own Insurance Investigations

WASHINGTON — Insurance representatives say the federal trade commission has changed its policy in handling complaints referring to insurance matters. Instead of referring such complainants to their state insurance commissioners, as it did for years, FTC now is itself investigating insurance complaints, witness the State Farm Mutual case. It is also reported to be investigating a well known mid-western health and accident company.

FTC officials say that before enactment of public law 15, reference to state commissioners was the only way the commission could act. Since then, it apparently feels free to initiate action. Some complaints it has tried to handle

through correspondence with companies concerned. In certain instances it investigates.

Insurance representatives say FTC has jurisdiction only where states do not regulate. But this "regulation" appears to be construed by the commission as meaning "adequate" regulation. If regulation is not "adequate," in FTC opinion, owing to insufficient funds or personnel in state departments, or other causes, then the commission will take a hand, it is indicated.

Aetna Life Ups Pay

The Aetna Life companies have voted extra pay to 8,600 employees ranging from 3% of annual earnings for those with 10 years or more service up to a maximum of \$500 a year for any one person.

Greener Fields Draw Many Group Men, Create Shortage

Times Put Premium on Veterans While Company Staffs Atrophy

One of the few insurance occupations which is still dangerously short of experienced men is that of the company group insurance representatives whose ranks instead of swelling since the war have seemed to atrophy in many instances. The outlook for adding more of this personnel in the future is not bright, despite the fact that group insurance and the allied pension field is, in the face of compulsory disability solicitation and other union retirement pressures, increasing the demand for group men.

There is no single cause for the situation, which is just as complex as group insurance has come to be. One of the underlying factors is that group insurance representatives in general feel that they are underpaid. There has been no agency to investigate the matter of compensation for these men to prove the validity of this stand, but it has not been difficult to seduce such men away from their companies to other insurance companies or to jobs outside of the insurance business.

One has only to follow the pages of the trade journals to note how rapid the turnover is in jobs involving group representatives, supervisors, regional managers, etc. It is not alone the lure of other life companies offering higher positions and higher salaries that causes him to change his job. At this time, there are many jobs for which a man trained in employee benefit coverages is ideally suited.

For example, there have been set up a number of welfare plans industry-wide, sponsored by the labor unions and self-administered. The first job of the trustees of such plans is to hire competent personnel to administer them. No man can better fill such a post than the fellow with extensive group insurance experience as a company man. Several group men have taken these jobs at substantially higher salaries than they ever made in the insurance business. Many more will probably take them, because an era of increase in these plans is obviously under way.

Many Become Personal Producers

There have been many group men in the last few years who have joined the ranks of personal producers. The group man sees bountiful commissions going to the producers with whom he works and thinks to himself, "How much more I know about these coverages and their sale than this agent or broker, so why don't I get in on the commission?" Whereupon he becomes a salesman, often specializing in employee benefit coverage and, chances are, becomes a very successful producer. Many of the leading employee benefit salesmen today started as company group insurance representatives.

Many large industries which have adopted employee benefit plans have a crying need for some men who know the niceties of such coverage. A number of former company group insurance men have joined the insurance departments of large industrial or mercantile corporations to handle personnel insurance.

Numerous industrial firms have made
(CONTINUED ON PAGE 16)

The Fadeout

In the legal form called a Petition in Equity the lawyer appeals to the Court or Chancellor to take certain action, describing at length the reasons. The form has been used for centuries and the petition closes with what is called the prayer: "And your petitioner will ever pray, &c." Just what the "etcetera" at the end exactly means no one seems to know.

The life underwriter in the field, if he is not careful, may end up his sales talk with the equivalent of the etcetera in the prayer to a lawyer's Petition in Equity. He figures that everything important has been said, he has made the sale, and he may now safely make a perfunctory close — an unfortunate mistake, for he has not closed, he has faded out.

The close of a sales talk must be more than a mere formality or politeness. It can clinch or lose the sale. Exactly what to say in the close is something to which the underwriter must give real thought. If he does not close properly he might just as well use the word "etcetera" and then walk out with the mistaken assumption that the application and check will be sent to him by mail.

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOM ADAM
President

INDEPENDENCE SQUARE, PHILADELPHIA

Jan. 16 Tentative Date for Start of SS Hearings

WASHINGTON — Jan. 16, tentatively set for public hearings to begin on the House social security bill, was expected to be confirmed by the Senate finance committee meeting Jan. 6.

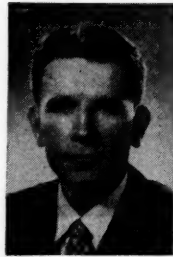
Chairman George expects congressional action to be completed on the measure this session but would not forecast amendments. The bill is on the congressional majority's "must" program.

The U. S. Chamber of Commerce subcommittees on social security have decided no change is needed in the chamber's declaration of policy on that subject so the scheduled meeting of its social security committee scheduled for Jan. 12 has been cancelled. The chamber has recommended wider OASI coverage and increased benefits.

James P. Anderson, Robert W. Brown and George J. Dykes have been promoted to mortgage loan appraisers in Prudential's northern California mortgage loan office at San Francisco.

Hal Nutt Heads Purdue Course

Hal L. Nutt, production manager of the John O. Todd agency of Northwestern Mutual in Chicago, has been appointed director of the Purdue course, effective the latter part of March. Mr. Nutt was associate director of the course at the time of its founding in 1945 and has had extensive selling and training experience in life insurance.



Hal L. Nutt

Since joining the Todd agency in 1946, Mr. Nutt has assisted in the induction and training of 13 new agents, 11 of whom are still in the business and averaged over \$370,000 of personal production in 1949. He is a director of the Chicago Life Underwriters Assn. and is chairman of its education committee. He is an instructor in the Life Underwriter Training Council course in Chicago.

Following graduation from Baylor University, Mr. Nutt worked in various departments of Southwestern Life, including the sales training program, and was an agent in Dallas. He joined the National Underwriter Co. in 1941 as associate editor of the Diamond Life Bulletins.

Todd Holds Open House in Modernized Quarters; Morley Named Agency Asst.

More than 200 guests attended an open house gathering of the John O. Todd general agency of Northwestern Mutual at Chicago to inspect its newly



John O. Todd



F. W. Morley, Jr.

completed quarters. The agency, which has undergone a program of expansion and modernization, has incorporated in its new set-up a number of innovations in agency planning and development. The improvement program brings up to schedule a five-year plan originated by Mr. Todd in 1945 for aligning internal agency efficiency with increased field operations.

Under a new organizational set-up, Francis W. Morley, Jr., has been appointed agency assistant. Besides assuming managerial functions, Mr. Morley will take over a portion of the field training activities handled by Hal L. Nutt, production manager, who will leave the agency the latter part of March to become director of the Purdue course. Mr. Morley, a graduate of the University of Michigan, has been with the agency four years and has maintained a \$500,000 production average the last three. He took the Purdue course and qualified for numerous company awards.

The agency closed the year with more than \$6,000,000 production and improved its position from 27th place among the company's 88 agencies in 1948 to among the top 16 agencies. Starting from scratch six years ago, the agency now has 24 full-time producers with an average production exceeding \$250,000.

May Delay Life Company Income Tax Revision

WASHINGTON—Life company taxation legislation may be delayed in view of tentative plans being discussed for general tax revision. Meanwhile, early meetings, perhaps late this week, were planned of the House ways and means committee and the Lynch subcommittee on life company taxation.

Administration leaders, opposing "pop-gun" tax bills, favored ways and means committee early consideration of revenue problems as a whole, including general tax revision, excise tax reduc-

tion and possible imposition of additional levies to make up for loss from such reduction.

Senator George, finance committee chairman, said if general tax revision legislation is passed by the House before April, the Senate could probably complete action on it this session.

Metropolitan Sets Up Division to Handle Small Loans

NEW YORK—To handle loans to small business concerns Metropolitan Life is organizing a separate division of investment operations.

The wide newspaper coverage of the recent hearing at which Metropolitan agreed to share loans with banks has resulted in a great many inquiries being received from both banks and prospective borrowers sooner than it has been possible for the company to set up an organization to handle this type of loan and to advise the banks with regard to the details of the plan.

It is the Metropolitan's intention to make a thorough exploration of this field and endeavor to find out through practical experience whether or not there is a demand for new loans to small business which are of a character appropriate for investment of life insurance funds. To the extent that it finds such a need to exist, Metropolitan intends to try to meet it. Loans which are now being made by the banks either in full or through participations with other banking institutions are not being sought under the Metropolitan's plan.

Third Vice-president Eugene A. Schmidt, Jr., will be in charge of this new division. The company hopes to have details of the plan available shortly.

Ohio State's Meeting Set

Ohio State Life will hold its annual agency convention Jan. 30-Feb. 1 at Columbus. Among the speakers will be Judd C. Benson, Cincinnati, president of N.A.L.U., and Charles J. Zimmerman, associate managing director, Life Insurance Agency Management Assn. Mr. Zimmerman will be the banquet speaker.

Miss. Department Moves

The Mississippi insurance department fire marshal unit and rating division are now established in handsome offices in the new state office building at Jackson. The workmen's compensation department is still at the old location.

New American H. & L. Offices

American Hospital & Life has opened an office at El Paso in charge of Robert Gowens, formerly with Great American Reserve, and one at Nashville with Claude E. Vickers, formerly assistant manager of Atlantic Life, in charge.

Henry T. Wilson, who has served in the field and home office for Prudential, has been appointed head of the Framingham, Mass., district office to succeed Arthur R. Clifton, transferred to Portland, Me.

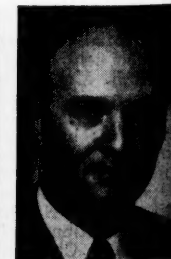
Pictured here with are three new Home Life of New York appointees: W. E. Hoose, assistant superintendent of mortgages; Donald R. Morganson, assistant counsel, and James M. Schenkel, assistant actuary. Their appointments were reported in THE NATIONAL UNDERWRITER of Dec. 23.



W. E. Hoose



D. R. Morganson



J. M. Schenkel

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FOR THE FIRST TIME YOU ARE ABLE TO VISUALIZE THE VAST, GRAND PANORAMA OF THE PROFESSION OF LIFE INSURANCE IN THE

"HISTORY OF LIFE INSURANCE IN ITS FORMATIVE YEARS"

In Life Insurance, as in any other business, or profession, the rewards go to the man who knows the whys and wherefores of the sales talk he is making. The wise agent interlards his canvass with anecdote to secure and hold the attention of his prospect straight on the dotted line. The "History of Life Insurance in Its Formative Years" gives him an almost inexhaustible fund of fact and anecdote about Life Insurance origins. All the great libraries of the world have been visited to secure facts and pictures for this volume. It is a cyclopedia of 844 large pages, filled with practical, field-tested ideas for the agent, because "human nature never changes," and the successful agent today is cut on the same pattern as his predecessors. "HOW-IT-WAS-DONE-SUCCESSFULLY" is written not only in the Chapter on Agency origins and methods, but all over every page of the large volume.

To those who are called upon occasionally to make speeches, the "History of Life Insurance in Its Formative Years" is a mine of interesting information facts and illustrations for Life Insurance men who wish to grow. Within its covers is packed more history, more economics, more strategies for overcoming the innate resistance of human nature than you would find in a graduate and post-graduate course at the world's best university. More than 200 practical Life Insurance men have collaborated in the preparation of this epochal book. Five years were devoted to compiling and collating this fund of Life Insurance information. It is not a medley of isolated facts picked at random from handy sources such as too many histories unfortunately are, but a carefully rationalized recital of some of the most thrilling happenings to be found nowhere else than in the stirring days of Life Insurance development.

* * *

Did you know that in the time of King Hammurabi, 1900 B. C., insurance forms were in use, and other business forms that startlingly parallel the policies of the present day?

Did you know that Romans used benefit certificates and paid benefits through Collegias that were administered much as beneficiary societies are today?

Could you tell anyone when a Life Insurance corporation received its first Government charter?

Can you actually tell any layman interested in Life Insurance just how a policy originated — or even how the word policy originated?

Do you know how Bills of Mortality originated and how they affected the creation of the first Mortality Tables?

What is the marked difference between Friendly Societies of Great Britain and Europe and the companies in the United States that pay death benefits?

Have you often wondered just how Life Insurance rose and spread in foreign countries, and who were the men who fostered it?

When did Life Insurance in the United States pass through its Armageddon, and what were the factors that caused and corrected it — to make it the great social service it is today?

* * *

Read in "History of Life Insurance in Its Formative Years" how a British Astronomer Royal computed life expectations from a German mortality bill for a war-mad English king—and, unknown to himself or his sovereign, laid the basis for Life Insurance.

Read how this mis-directed early knowledge of insurance led to many comical abuses, including wagers as to the sex of the notorious Chevalier d'Eon.

Read how "graveyard insurance" was once a more thriving business in Pennsylvania than the coal and steel operations which have since made the State famous.

Read how the stolid Dutch, with the best intentions in the world, blocked the development of Life Insurance corporations — though they were at the time the favored underwriters for all Europe and England.

Read how a lone Yankee, Elizur Wright, single-handed stood off a whole legislative body whose ancestors had made the Boston Tea Party, and made them drink an unexpectedly stiffer brew.

The Gift That Will Increase Your Prestige in Your Town or City and Fill a Long-Felt Need

Ask your local library, ask the librarian of your local agents' or underwriters' association, for an adequate, fully documented history of Life Insurance—and observe the disappointed look upon their faces. There was no such book until the advent of

"HISTORY OF LIFE INSURANCE IN ITS FORMATIVE YEARS"

Have you a boy at college? Some bright lad who is in every sense of the word "a chip off the old block?" How much does he know, can he know, of Life Insurance, unless you can put an informative work in his hands. There is none such except "History of Life Insurance." Depend upon it. We know. Our researchers sought everywhere through bookshelves in vain. Most of the purported "histories" of Life Insurance are limited theses of special pleading, for or against one phase of operation. Not one, until the advent of our book, has attempted to tell the whole story, to give the lights and the shadows, the uses and the abuses, without fear or favor, but always with an abiding faith and appreciation of the immense social service that is Life Insurance.

The insurance executive who wishes the whole broad picture of the service his company renders cannot afford to be without this book.

The agent who feels a decent pride in his calling will secure added inspiration and stimulation for his

earning capacity from this "HISTORY."

The policyholder you wish to influence to increase his Life Insurance, or the prospect you wish to interest, should have this book put into his hands if you want him to measure you by the yardstick your worth entitles. Loan them this "HISTORY." The life insurance executive who wishes to know sources from which his service has sprung will find this "HISTORY" a spur to optimism and more successful endeavor.

The casual reader and student will find this "HISTORY" especially valuable, for it will tell him things he has always wished to know about, and which have never been told him because they seemed too obvious. "HISTORY" will tell him.

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Lay Out the Future When the Policy Is Delivered

Charles E. Butler, general agent of Fidelity Mutual at Chicago, addressing the convention of his company at Hot Springs, Va., stressed the importance at the time of delivering a policy of laying out for the new policyholder his future insurance objectives. These should be pointed out clearly and should not be set too low, Mr. Butler declared. This is a tremendous help in the next sale, he said. "If you have impressed upon him how important his next step is, you will find that many times he

will let you know when he is ready to improve his program without your having to contact him."

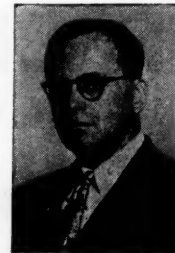
Mr. Butler discussed the necessity of personal contact with the policyholder throughout the year. He said the agent should have his name before the policyholder through advertising as much as possible. Salesmen should never fail to inform a policyholder about changes in the insurance field or tax matters that might concern him. The agent should let his policyholders know of the courses he is taking to be a better counselor. The agent should make it a point to know something about the business of

each policyholder, so that he can talk intelligently.

Discuss Buy-Sell Pacts at Forum

Experts Present Views on Business Purchase Plans at Huber Seminar

NEW YORK—The intricacies of buy and sell agreements and methods of



Solomon Huber

solving business purchase situations at death were the topics of the 1949 estate planners' forum of the Solomon Huber agency of Mutual Benefit Life. A 56-point check list for buy and sell situations devised by Mr. Huber, who acted as moderator, was discussed by six authorities in the legal and tax fields. They included Theodore Ness, Milton Young, Albert Hirst, and Bernard Speisman, New York attorneys, and William J. Casey, tax publication editor, and Stewart A. Monroe, associate general agent.

More than 300 attended.

The advantages of life insurance support for the buy and sell agreement to the survivor were listed by Mr. Huber.

Mr. Monroe recommended that unless there is some specific need for each insured to own a policy on his own life the agreement as well as the policy should contemplate cross-ownership. If one of the partners buys on his own life the agreement might provide, in addition to the value of the business interest, that the estate or family of the deceased shall receive some payment to compensate for the premiums paid by the deceased.

Seek Uniformity in Options

Otherwise, the survivor or survivors stand in a favored position. In some cases this may be desirable, he said, and if so no provision need be made. Uniformity should be followed in the use of the options for the application of dividends on policies allocated to the agreement.

He discussed the problems involved in irrevocably designating the beneficiary from the standpoint of control of the policy and taxation. Where it is desirable for the wife of the firm mem-

ber to receive income under an installment option rather than a lump sum, he suggested using the services of a trustee, individual or corporate. Where there are more than two participants he suggested that they have separate policies in most instances. He suggested that A own a policy on the life of B, and B own a separate policy on the life of C, and outlined the advantages of such an arrangement.

Mr. Monroe noted that if the policies contain a disability waiver benefit and cross-ownership is employed the result is to exonerate the healthy participant from premium payments on the life of the disabled participant, with the latter still required to pay premiums on the policy he owns. If desirable some provision should be made for the equalization of premium payments or some other desired arrangement. If criss-cross ownership is used, a provision should be included enabling an insured to secure ownership of the policy on his life in the event of dissolution of the firm, termination of agreement, his retirement, or death of the owner. The agreement perhaps could include a 30- or 60-day period for allowing the insured to do this. It is important because the party may be uninsurable when he withdraws and, in any event, he will be older and the premiums higher.

Mr. Ness discussed the considerations that must be paid for the business interest and discussed the problem of fraudulent conveyances in connection with the moves of personal creditors of the decedent against the agreement. He said in the case of the death of both parties within a relatively short period of time such as 30 or 60 days or before the date of the first payment, the agreement should provide for termination and with it the mutual obligations of the parties. If there are more than two parties, provide for termination of the agreement except as to the decedents. In case double indemnity increases the proceeds, Mr. Ness suggested that it be arranged for the excess to go either to the survivors or to the estate of the insured. On lapses, surrenders or in case the insurance falls below the amount agreed upon, a flexible provision should be included to give the person prejudiced the option of terminating the agreement.

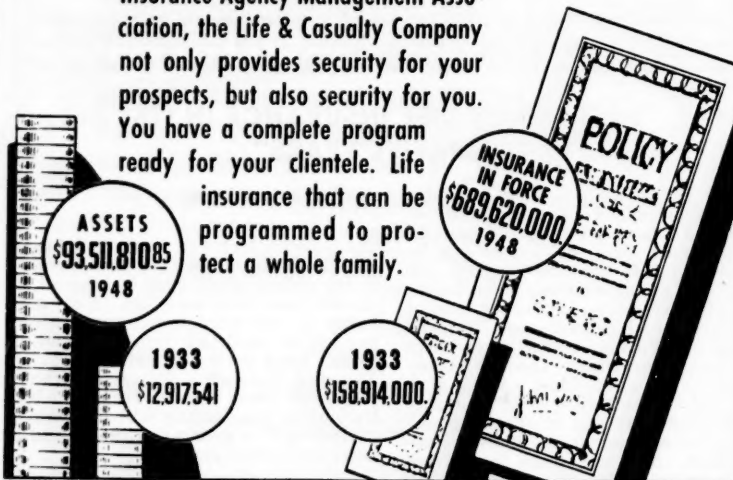
There is potentially a glittering tax benefit where the corporation is considered as the purchaser under a buy and sell agreement as against such purchases by stockholders but there is also some tax risk involved, Mr. Speisman said. He discussed the risks but his conclusion was that they are worth taking.

New Ill. Assn. Bulletin

The Illinois State Assn. of Life Underwriters has gotten out the maiden issue of a new letter press printed bulletin known as the "Illinois Life Underwriter." The editor of the publication is Ferrel M. Bean, general agent for John Hancock, Chicago.

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OBSERVATIONS

L.U.T.C. Augments C.L.U.

Agency officials connected with education and training are waiting with some interest figures on C.L.U. enrollment for 1949-50. Usually this information is available in March.

The interest is caused by the drop-off in attendance in 1948-49, particularly for part A of the C.L.U. course. The table below shows a comparison for the two years. The drop is generally considered as significant only in comparison with the post-war period of peak enrollment. The new figures are expected to confirm that view but if the drop is too great there may be further inquiry.

Part	1947-48	1948-49
A	2,411	1,594
B	883	769
C	1,140	1,118
D	586	700
E	26	37
Totals	5,046	4,218

The slump in C.L.U. enrollment contrasted with the doubling of enrollment in Life Underwriter Training Council classes for this year to 3,300 enrollments compared to 1,700 in 1948, originally caused some concern as to the competition of the two courses. It is stressed, however, that L.U.T.C. training is intermediate preparation for C.L.U. work and as a refresher in sales methods providing a foundation for C.L.U. training. The figures do not indicate a falling off of interest in C.L.U. nor do educators want the idea spread that L.U.T.C. is competition for C.L.U. In one city 17 of 18 students who took the L.U.T.C. course flunked part A of the C.L.U. examination, which is an indicator of the difference in material taught. Also the great increase achieved by L.U.T.C. is accounted for by its post-war origin. It is still expanding.

Are Older Agents Neglected?

Bert A. Hedges, manager of Business Men's Assurance at Wichita, and long a leader in agency management activity is convinced that managers spend an undue amount of time recruiting and training new agents and thereby neglect their older agents who might be helped into larger production. Mr. Hedges had a survey made of his own agency and of five agencies in Peoria. This survey established that in at least three of the agencies, more than half of the agents were men of five years' experience or better, but that the production from these agents amounted to only slightly in excess of 50% of the agency production. In his own agency, for example, 50.2% of the men by numbers were older and presumably established agents, but they produced only 55.2% of the business or only slightly more than the amount per man that the younger agents were selling.

This does not seem a healthy condition to Mr. Hedges. His investigations lead him to believe that an undue amount of expense is run up in training and attracting new recruits, while very little is spent on helping the older men who are bringing in, or should be bringing in, the greatest amount of money. Consequently, in the Hedges agency, Mr. Hedges and his supervisors are now devoting a far greater amount of time to increasing production among the older agents.

No Substitute for Work

John J. Sutton, Guardian Life, Oneida, N. Y., who has the featured part in the Institute of Life Insurance film "For Some Must Watch," recently was asked if he had noticed any effect on his business since the making of the film. Mr. Sutton replied, "If you mean in increased production, no. It has been my experience that people buy life insurance when you go to them, sit down and have an interview or several interviews, and the business is developed

that way." Mr. Sutton has received many letters from people in different parts of the country. The writers seem to think that the picture will be quite an aid in recruiting and a stimulant to the agent who has been in the business a short time.

Mann San Angelo Manager

Paul F. Mann, with Western Reserve Life at Fredericksburg, Tex., since last August, has been appointed San Angelo, Tex., manager to succeed H. Grady

Stovall, who resigned to devote all his time to personal production. Mr. Mann attended John Tarleton College and A. & M. College. He has been serving as district manager.

Tax Lectures for Chicago C.L.U.

K. Raymond Clark, Chicago attorney, will give a series of lectures covering taxes affecting employee benefit plans, partnerships, corporations, estate planning and life insurance and personal income for the Chicago C.L.U. chapter

beginning Jan. 10 and continuing Jan. 11, 17 and 18.

Benson Makes 5 Talks in Jan.

President Judd C. Benson of National Assn. of Life Underwriters will address a joint luncheon of the Portsmouth (O.), Chillicothe, Ashland, and Huntington associations Jan. 6. He will address the Washington, D. C., association Jan. 12 at luncheon and will speak at Richmond the following day. He will address the Toronto association Jan. 19 and the Cincinnati association Jan. 20.

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- **Doctor Bills Coverage**—new flexible plans, in units from \$250 to \$1000.
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EDITORIAL COMMENT

The Real McCoy

For 1949 annual statement purposes the values of stocks and unamortizable bonds are based on the last sales of listed securities last Saturday morning, Dec. 31. For the past several years the values have been taken as of Dec. 1, the earlier date having been permitted originally as a war emergency matter by the commissioners. That gave the companies an opportunity to stagger the work and avoid some of the last minute rush early in the new year. But N. A. I. C. last June decided the emergency was over and that state regulation might be subject to criticism if it continued to permit the securities inventory to be struck off at other than when the closing bell sounded prior to New Years eve.

As it turned out the Dec. 31 values of stocks on the average were just a hair below the highest point of the year, the Dow-Jones industrial average being 200.13. The 1949 peak was the day before when the average was 200.32. On Dec. 1, the figure was 192.74. The lowest average for the year was 163. The bond averages likewise surged forward at year end, with second grade rails coming strongly into favor in the closing days of the year. That means that the published surpluses of the insurance companies will be considerably higher this year than they would have been had the standard of previous years been applicable.

With but a few isolated exceptions the securities valuation date has not been a vital matter for the companies since the depression days when an averaging system wisely was allowed to avoid technical impairment for a sizable number of institutions. Many companies have followed the practice of publishing the figures on the commissioners' basis

but with a footnote stating the effect on assets and surplus of taking Dec. 31 market values. At least we will now be spared that extra complication and that will be a boon to us publishers when the flood of statement figures descend on us to be reported. But it might well be pointed out that there is nothing hallowed about the prices at which securities are traded on the last day of the year. Dec. 31 was decidedly atypical of 1949 in that respect. It was a Saturday—a short trading day a day when investors and speculators were sleeping late and the prices were at an extreme for the year.

A 100 share trade on that day, however, determines what tens of thousands of shares of the same security are to be entered at in insurance company portfolios. For instance, one of the great insurance company favorites is International Business Machines and yet last Saturday there was traded only 400 shares of I. B. M. That comparatively insignificant transaction affected the asset and surplus figures of dozens of the biggest insurance companies.

Also towards the end of the year there are always unusual factors in the market. There are tax and wash transactions that may affect the quotations, but that do not represent an evaluation of the merit or current worth of a particular security. Too, the year generally closes on a bulge.

From the standpoint of arriving at a realistic appraisal of the value of securities a good deal might be said for Dec. 1. We are not advocating a restoration of that measure, however. Dec. 31 will always be regarded as the real McCoy. So leave us bust no idols. Let Dec. 31 be IT.

Covering the Insurance Naked

Unquestionably the flood of pension and insurance agreements that will follow in the wake of the steel settlements will contract the individual insurance market by removing thousands of wage earners from a position where they feel a need to buy individual coverage. Still, we see little cause for pessimism on the part of the personal insurance salesman on this score. In the course of airing the Ford, Bethlehem and other pension-insurance demands this year, the principles of insurance have been advertised to an extent that is of greater value than any number of dollars could purchase. In every newspaper in the land, day

after day, was printed the story of the strike. Many a man reading these newspapers who had never given consideration to insurance suddenly must have realized that insurance would have to be a vital good to become such an important issue.

The citizens of the U. S. reading of negotiations could not fail to be impressed that the matter at issue was not whether or not the worker should receive pension insurance benefits, but how the premiums for these benefits would be paid. Both the huge labor unions and the heads of giant industries recognized the fact that pensions for retirement and insurance against sick-

ness, accident and death were desirable for the workers. The question was not why but how to extend these benefits. Here was an endorsement of insurance as a necessity fully as important as wages.

Now a great many of the citizens reading these newspaper accounts were people who would not be benefiting from mass coverages of any sort. These people are not employed by huge industry; millions of them are farmers and self-employed, covered neither by social security nor any form of group insurance or pension. Many a man in these categories must have looked at his own insurance situation and measured it against what has been held the minimum desirable for a worker in the steel industry. Such a man would undoubtedly feel stark naked insofar as his insurance protection goes. He quite possibly made a mental note to investigate taking on some insurance. Chances are the next day he put off this intent and still has not gotten around to it.

This is where the insurance agent comes in. The stimulus for buying more

coverage has undoubtedly been provided by the labor settlements and by the steady advance of mass coverages. It remains now for the insurance producers to see all the millions who remain uncovered and to keep them from forgetting this nakedness. The insurance producer can point out that through his own thrift and will power almost every man can afford to be protected on an individual basis in the same way the steel workers are protected on a mass basis.

It is more than merely a matter of this vast uninsured market existing for the insurance agent who will go after it—there is the element of compulsion in the opportunity. If the inequities in coverage between those employed in large industry and the rest of the citizenry are to be corrected, it will be done through the sale of private benefits or through the extension of government benefits on a socialistic basis. If the insurance selling forces are not able to close up the gap, the clamor for bread and circuses will increase. By this time, it is obvious to almost everyone that insurance is bread.

PERSONAL SIDE OF THE BUSINESS

Commissioner J. Edwin Larson of Florida has been designated by the supreme council of Scottish Rite Masonry to be invested with the rank and decoration of Knight Commander of the Court of Honor of Scottish Rite Masonry.

The lead article in the January issue of "Better Homes and Gardens" is by Charles D. Spencer, Chicago insurance writer and publisher. Mr. Spencer's article, "You May Have A Refund Coming On Your FHA Mortgage" contains several points of interest to life insurance men who write mortgage redemption insurance.

A 226-page biography of George A. Bangs, retired president of American United Life, and before that president of its predecessor, United Mutual Life, has been printed. It was written by Mr. Bangs' wife. The book is copiously illustrated and contains many reproductions of letters and newspaper items. Mr. Bangs was 82 years old recently.

W. E. Wulk, district agent of Old Line Life at Marion, Wis., has just completed 14 years of consecutive weekly production. His record is emphasized by the fact that his headquarters are in a sparsely populated area.

George F. Rowe, New York Life, Milwaukee, has been reappointed public interest director of Chicago Federal Home Loan Bank.

John M. Fraser, general agent of Connecticut Mutual, has been named chairman of the life insurance agents division of the 1950 New York City heart campaign.

The home of John Henry Russell, former home office general agent of Pacific Mutual Life, at Pacific Palisades, Cal., was totally destroyed by fire. The

house was valued at \$100,000. Mr. Russell is the donor of the John Newton Russell Trophy, in memory of his father, one of the founders of the N.A.L.U. and for almost a half century home office general agent of Pacific Mutual, who was succeeded by his son, Later J. H. Russell left insurance to look after other interests.

Mrs. Malcolm White, wife of the Oklahoma general agent of Pacific Mutual Life, is in a hospital at Ponca City, Okla., with four broken ribs as the result of an automobile accident.

C. Edgar Van Cleef, Oklahoma general agent of National Life of Vermont, was elected chairman of the 1950 civic committee of the Oklahoma City Chamber of Commerce. He succeeds J. Hawley Wilson, general agent of Massachusetts Mutual.

James S. Currie of Chapel Hill, N. C., formerly a securities analyst in the home office of Jefferson Standard Life, has been appointed director of the state department of tax research. The job pays \$7,200 a year.

Ernest H. Perkins, Albany, general agent for Provident Mutual, observes his 30th anniversary with the company Jan. 6.

Clifford A. Washburn, manager of Metropolitan, was installed last week as president of the Hartford Kiwanis Club. He is a director of the Sales Executives Club.

E. W. Millholland, associate general agent at Columbus, O., of the Ohio National, has been ill in a hospital.

Louis W. Button of Rocky Hill, Conn., who celebrates his 45th anniversary as a town official on Jan. 5, is also starting his second half-century as an insurance agent. His son Richard

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd.,

EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post. Associate Editor: Levering Cartwright. Assistant Editors: Richard J. Thain, John C. Burridge.

OFFICERS: Howard J. President and Secretary. St., Cincinnati 2, Ohio.

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NEW YORK 7, N. Y.—99 John St., Room 1103. Tel. Beekman 3-3958. Editorial Dept.—Eastern Editor: Kenneth O. Force; Assistant Editor: Donald J. Reap.

LIFE INSURANCE EDITION
PUBLISHED EVERY FRIDAY
CHICAGO 4, ILL. Telephone Wabash 2-2704.

Burridge, President. Louis H. Martin, Vice. John Z. Herschede, Treasurer. 420 E. Fourth
Business Dept. — Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.
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SAN FRANCISCO 4, CAL.—507 Flatiron Bldg. Tel. EXbrook 2-3054. F. W. Bland, Pacific Coast Manager.



will be associated with him in the agency. Mr. Button, whose family settled in Connecticut about 1712, traces his ancestry back to Peregrine White, the first child born on the Mayflower.

Alan Beck's article, "What Is a Boy?", that appeared on the front cover of THE NATIONAL UNDERWRITER for Nov. 11 in a New England Mutual advertisement, is reprinted in the January "Reader's Digest." It originally appeared in New England's house organ, the "Pilot's Log."

Leon Fretz, assistant superintendent of the Provident Indemnity Life home office district, has been promoted to manager of a new district in Wilmington, Del.

DEATHS

John Patterson, 72, who had just resigned as vice-president of Great Northern Life in view of its merger with Washington National, died at his home at Wilmette, Ill. He had been active in the A. & H. field since 1901, when he joined the old U. S. Health & Accident of Saginaw, Mich., advancing to assistant manager of the claim department. He went to Standard Accident in 1906

as assistant manager of its industrial department, becoming head of that department. He returned to Saginaw in 1919 to become resident vice-president of Massachusetts Bonding, which had taken over the "old U. S." and maintained the headquarters of its A. & H. department at Saginaw.

He went to the home office in 1926 when the department was moved to Boston, but resigned in 1928 and purchased control of Midland Casualty of Milwaukee. When it was merged with Great Northern in 1933 he became vice-president of the latter company in charge of its monthly premium A. & H. department and has continued in that post since that time. He served as president of H. & A. Underwriters Conference in 1926.

Ralph H. Hobart, 75, retired partner in the Hobart & Oates agency at Chicago for Northwestern Mutual, died at Billings Hospital, Chicago. The Hobart & Oates agency was the predecessor of the Jamison & Phelps agency. Mr. Hobart and J. F. Oates retired in February, 1944.

Mr. Hobart started with Northwestern Mutual as a member of the Kimball & Norton agency at Chicago in 1901, and in 1909 Mr. Hobart became



RALPH H. HOBART

manager. The Hobart & Oates agency was formed in 1911 and at the time of his retirement Mr. Hobart was one of the oldest in point of service among the general agents of Northwestern Mutual.

During their 33 years as general agents, Hobart & Oates placed more than \$418 million of business with Northwestern Mutual. The agency consistently ranked among the company leaders and was at the top in 1943.

Michael Duffey, 59, district manager of Prudential at Indianapolis and previously in Covington, Ky., died.

Bertram D. Holderman, 44, assistant vice-president of Metropolitan Life in its industrial department, died suddenly at the home office. A brilliant mathematician he joined the company in 1932 as a clerk in the actuarial division. He was a fellow of the Society of Actuaries. After navy service he was made a member of the company's administrative personnel and in 1947 was appointed an officer. He went for two years to Pennsylvania State College, and then graduated cum laude from New York University in 1929.

Julius Smith Not Ill

An item in the Dec. 23 issue incorrectly stated that Julius C. Smith, vice-president and general counsel of Jefferson Standard Life, had undergone a serious operation at Temple University Hospital in Philadelphia. The mix-up was due to the fact that Mrs. Smith had undergone such an operation at the hospital and the reporter misunderstood who was involved.

Great-West Year 15% Up

Great-West Life's total new business in 1949 of over \$228 millions was 15% ahead of 1948 totals. Earl M. Schwemm's Chicago agency again led the branches with over \$22 millions of new business. California placed second, Winnipeg third, and Vancouver fourth among the 50 branches and general agencies.

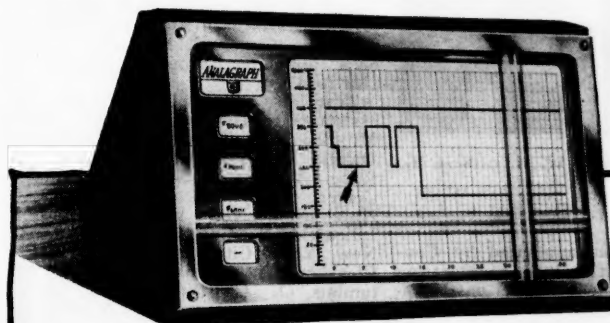
Max Seigler of Montreal was the individual leader for the year, closely followed by R. M. Hirsch of Chicago and W. J. Hopwood of Winnipeg.

Canada Business Up 4%

Life insurance sold in Canada in 1949

exceeded \$1½ billion, up about 4%, bringing the amount in force at the close of the year to about \$14.2 billion, a gain of about \$1.1 billion, it is estimated by Dominion Insurance Superintendent Warwick. Mr. Warwick estimates that group life included in these figures reached \$1.9 billion in force, a net gain of more than \$100 million.

Connecticut General Life has named Richard Reynolds district manager at Joliet, Ill., under the jurisdiction of the Chicago branch. Mr. Reynolds is a navy veteran who has been an agent for the company for three years at Joliet.



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LIFE AGENCY CHANGES

Conn. General Appoints Gilbert in Western Mass.

Connecticut General has retired Harry E. Barlow, general agent at Springfield, Mass. The general agency has been



Harry E. Barlow W. H. Gilbert, Jr.

converted to a branch office and William H. Gilbert, Jr., has been named manager.

Mr. Barlow was appointed by Connecticut General in 1913 to start an agency in Springfield. He is past president of the Life Underwriters Assn. of Western Massachusetts and of the General Agents and Managers Assn. of Springfield.

Mr. Gilbert has been in life insurance since 1934 at Hartford, Chicago, New York, Newark and Philadelphia, primarily concerned with managerial duties during the last 12 years.

He joined the Connecticut General in 1944 and since 1947 has been training in estate planning. He is a past president of the Supervisors Assn. of Northern New Jersey and a past vice-president of the New Jersey C.L.U.

W. H. Ziegler, Jr., has been appointed assistant general agent in Dayton, O.,

by Lincoln National. He began his life insurance career with the Dayton agency, after four years in the air force.

Travelers Advances Group, Supervisory Personnel

Travelers has promoted Malcolm G. Adam, assistant district group supervisor at Detroit to district group supervisor there, William M. Wise, Jr., group supervisor at Boston, has been appointed assistant district group supervisor. Gilles Gamache, field assistant at Montreal, has been appointed group supervisor. James F. McAvoy, Jr., has been appointed group supervisor at Hartford.

Travelers has advanced these field assistants to assistant managers: Glenn M. Brooks and William J. Murphy, Dallas; Philip F. Clark, Jr., Miami; Robert W. Forcier, St. Louis; Frank X. Geiger, Hollywood, Cal.; Robert L. Hutchinson, New Haven; Alfred L. Lilienfeld, Reading; Thomas J. Munn, New York City; Harold K. Myers, Cleveland; and George J. Schorr, Columbus, O. Charles E. Drew, Jr., assistant manager at Grand Rapids, has been transferred in the same capacity to Detroit.

Andre LeBlanc, field assistant at Montreal, has been appointed assistant manager at Quebec. Carl E. Lindstrom, who has been manager at Peoria, has returned to Chicago as assistant manager in charge of the uptown branch.

Donald McDiarmid, who has been field assistant at Winnipeg has been appointed assistant manager at Calgary, Alberta. Samuel A. Hughes has been appointed field assistant at Ottawa.

Maurice J. McMurray has been promoted to district manager of Penn Mutual Life at Elmira, N. Y.

Bankers of Iowa Appoints Lentz as K.C. Manager

Bankers Life of Iowa has designated Hale Lentz as manager at Kansas City. He succeeds Fred L. Hildebrand, who has resigned. Mr. Lentz has been supervisor at Kansas City since 1947. He joined the company at Slater, Mo., in 1940, and rejoined the company at Kansas City following naval service.

Concurrently, Bankers Life is expanding its facilities in Chicago with the opening of a new office of the Mark Bowman agency at 120 South LaSalle street. This separates the new business office from the Chicago premium payment office. The announcement of another ordinary agency for Bankers Life at Chicago is expected to be made soon.

K. C. Life Assigns New Territory to Three

Kansas City Life has appointed Orville R. Eby as general agent for north and south Kansas, except for Johnson, Wyandotte, Leavenworth and Atchison counties. He has been south Kansas general agent since 1945.

The company also appointed C. W. Weakly, who joined the company in 1946, as general agent at Shelbyville, Ill., and Howard Lamar as southern Alabama general agent.

Mr. Eby takes over territory formerly handled by W. C. Jones, who died Oct. 5. Mr. Eby joined Kansas City Life in 1935 in Texas, becoming manager at San Antonio and Houston, as well as assistant state manager. Before that, he had about 11 years' experience in life insurance. He has built the south Kansas agency from \$1½ million annual production to \$2½ million.

Kreutzer Named Columbus Manager for Prudential

C. Jordan Kreutzer, who for four years has been assistant manager at Jersey City for Prudential's Newark ordinary agency, has been appointed manager at Columbus. He fills the vacancy created by the retirement of Russell B. Tilton.

Mr. Kreutzer has been in the business for more than 20 years and has been with Prudential since 1945. He attended Columbia University and subsequently worked in the banking field. He was at Newark as special agent before taking charge of the Jersey City office.

Equitable Advances Wilson

Robert G. Wilson has been promoted to assistant divisional group manager at Philadelphia by Equitable Society. He has been group service supervisor at the home office since returning from the army. He first joined the company in 1937.

Davis in S. F. Group Post

Howard W. Davis, former district sales manager at Seattle for Prudential, has been assigned as associate district group sales manager at San Francisco. He joined Prudential in 1947 in the group policyholders service division. He was appointed home office representative in Seattle in 1948.

Jack L. Boyd has been promoted to staff manager of Prudential's new Visalia, Cal., office. He joined Prudential in Evanston, Ill., in 1946.

Clark to Old Line Life

Jack J. Clark has been appointed general agent for Old Line Life of Milwaukee for Cuyahoga county at Cleveland. He previously was general agent of Illinois Bankers Life.

Southland Opens in Northwest

Southland Life has opened offices in Portland, Ore., with Robert L. Dunn as manager for Oregon and Washington.

Mr. Dunn has been with Southland since 1937, except for navy service.

ACCIDENT

B. C. Hospital Plan In the Red for '49, May Hike Rates

VICTORIA, B. C. — The British Columbia government's hospitalization insurance scheme cost the taxpayers \$1 million in 1949, the first full year of operations.

As a result of this loss, government experts are reported considering an increase in the premium rate to as much as \$42 per year for families against the 1949 maximum of \$32. There have been, for a few months, rumors of increases, but nothing as steep as the \$42 level was mentioned.

At the moment, the government is conducting a survey to determine how best to put the plan on an actuarial basis. The province's minister of health and welfare, George S. Pearson, says he is opposed to further premium increases because it will increase the number of those unable to pay.

The government originally estimated the annual cost of hospital insurance at \$12 million. A year ago, when the scheme became operative, single men paid \$15; married couples without dependents \$24 and married couples with dependents \$30. In August it was decided to strike a rate of \$33 for 1950 for all married couples with or without dependents. The rate for single persons was upped from \$15 to \$21.

Due to the fact that a large number of residents in British Columbia have refused to pay the annual premium, returns to the government during 1949 totalled only \$10 million.

Occidental Life Advances MacEwen and Schmitz

D. C. MacEwen, superintendent of accident and sickness sales of Occidental Life since 1945, has been promoted to superintendent of the accident and sickness department. Walter F. Schmitz succeeds him in his former post.

Mr. MacEwen has been in A. & H. insurance for 40 years. Before joining Occidental, he was vice-president and superintendent of agencies of Pacific Mutual. He is a former president of H. & A. Underwriters Conference.

Mr. Schmitz went to Occidental in 1940 from sales promotion work with the Loyalty group. Since last July he has been assistant superintendent of accident and sickness sales. Previously he had served as agency assistant and Pacific Coast division manager.

Gives Analysis of S.S. Bill

S. L. Horman, executive vice-president of Time, addressing the January meeting of A. & H. Underwriters of Milwaukee, analyzed in detail the provisions of social security revision proposed under HR 6000. He asserted that the bill is a vehicle that can demolish the present form of government by wiping out personal freedom through the power of taxation.

Mr. Horman declared that the time is long past when insurance men can take a passive attitude toward the political scene. He urged that each agent be familiar with his state senators and assemblymen, and his U. S. Senators and Congressmen. He furnished each member with a chart outlining the local congressional districts and the representatives from each.

International Board Meets

The executive board of International Assn. of A. & H. Underwriters held a two-day meeting at Detroit. Plans were made for the International convention to be held June 25-28 on the steamer Greater Detroit with Detroit A. & H. Assn. as host. President C. B. Stumpf presided.

A

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Concept

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No. 52 of a series — No. 51 appeared last week

NEWS OF LIFE ASSOCIATIONS

Davis, Sloane N. Y. Speakers

Hubert E. Davis, production manager C. B. Knight agency of Union Central in New York City, will discuss selling juvenile at the Jan. 20 educational meeting of the New York City Life Under-

writers Assn. Russell B. Knapp, associate general agent Youngman agency of Mutual Benefit Life is chairman. A second speaker is Harold N. Sloane, partner in the Gruber, Lynch & Sloane agency of Continental Assurance.

Women Plan Hostess Role

The District of Columbia association's women members have reorganized and have been holding monthly luncheon meetings. Mrs. Thelma Davenport, Northwestern Mutual, is chairman. The women are laying plans for their job as hostesses for the N.A.L.U. convention to be held in Washington in September.

Hubbard Speaks at Portland

Commissioner Hubbard of Idaho, addressing the Portland, Ore., Life Underwriters Assn., stated that licensing examinations have aided in increasing the volume of coverage in Idaho by qualified representatives. Before the Idaho licensing act was passed, 1,608 agents wrote \$58,117,519, but in the following year, 1,236 agents had a volume of \$82,251,675. About 10% of those applying for licenses have been eliminated under the examination requirements.

Chicago—James B. Hallett, general counsel of N.A.L.U. will speak at the Jan. 18 meeting on new social security and life insurance legislation.

Lorraine Sinton, sales promotion manager of the Paul Cook agency for Mutual Benefit will address the Chicago Women Life Underwriters Assn. Jan. 27 on "More Than Meets the Eye."

Pittsburgh—George D. Covell, manager Connecticut General, Pittsburgh, will address the Washington branch dinner Jan. 11; W. F. VanderBrook, associate manager Reliance Life, Pittsburgh, will speak at the Fayette County branch dinner Jan. 10; H. W. Reynolds, assistant manager New York Life, Pittsburgh, will address the New Castle branch luncheon Jan. 12; and John D. Kelleher, manager Sun Life of Canada, Pittsburgh, will address the Beaver Valley branch at a dinner Jan. 18.

New Assn. in Vermont

At a meeting at Rutland, A. & H. insurance men formed Vermont Assn. of A. & H. Underwriters and elected James Neville of Burlington chairman, and Warren Brown of Rutland secretary. Speakers were John Cram, president, and Hermon Davis, past president of New Hampshire Assn. of A. & H. Underwriters. They made suggestions as to how the new association could improve its organization and build up membership. Permanent officers will be elected in February.

The Solomon Huber agency of Mutual Benefit Life in New York City paid for \$7,235,222 in 1949. David Adelman, Million Dollar Round Table life member, led in earnings.

Now P. R. O.

Wilfrid E. Jones has been advanced from director of publications to director of public relations

of N. A. L. U. He continues as editor of "Life Association News." Born in London, he was a royal air force pilot in the first war and later was a staff member in the British diplomatic service. He came to the United States in 1926 and did research work for the National Industrial Conference Board. Two years later he joined N. A. L. U. as director of research and associate editor.



W. E. Jones

Canadian Conventions Set

Life Underwriters Assn. of Canada will hold its annual meeting Jan. 20-21 at the Royal York hotel, Toronto.

Other Canadian conventions scheduled in 1950 include: Canadian Life Officers Assn., May 15-17, Montebello, Que., Canadian Fraternal Assn., June

7-9, St. Donat, Que., and Assn. of Superintendents of Insurance of Canada, Oct. 23-26, General Brock hotel, Niagara Falls, Ont.

Hospital Service Plan of New Jersey has started enrolling individuals on a non-group basis, including maternity service.



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AMONG COMPANY MEN

Provident of N. D. in A. & H. Field; Kirstner in Charge

Provident Life of North Dakota is entering the A. & H. and hospitalization field.

Herschel Kirstner, formerly with Great Northern Life of Chicago, will direct the new department. He will assume his duties the latter part of January. The company plans to have the first contracts ready for presentation to the field organization at the regional meetings to be held late in March.

L. C. Cushman Retiring

Leroy C. Cushman, editor of Massachusetts Mutual, has retired after 33 years of active service. He started as

a clerk in the actuarial department in 1917, was transferred to the medical (now the underwriting) department in 1918, and in 1924 was appointed editor.

For 25 years he has edited the company's monthly field publication, the "Radiator," as well as preparing some of the advertising and publicity material. The "Radiator" since 1933 has won 11 awards in competition sponsored by Life Advertisers Assn.

Staton Succeeds Schwartz

R. W. Staton, former agency secretary, has been made superintendent of pension trust sales of Occidental Life, replacing Joseph Schwartz who has resigned to become an independent pension trust specialist.

Mr. Staton joined Occidental in 1935

as a personal producer at Eugene, Ore. In 1940 he entered the agency administration department as agency assistant. In 1943 he was named assistant division manager and in 1945 agency secretary.

He will be succeeded as agency secretary by Richard Cowdery, manager of the agency accounting department. Except for war service, he has been with Occidental since 1937 and has worked in many departments.

Hart Resigns; Davis, Johnson, O'Neil Are Advanced by Ill. Bankers

Hugh D. Hart has resigned as vice-president and director of agencies of Illinois Bankers Life and Orville F. Davis has been appointed director of agencies as well as continuing as sec-

Corp., and R. H. Macy & Co., New York City.

Mr. Gannon joined Equitable in 1923 and served in the home office and field, becoming chief of the group issue and services division in 1948.

Paul Revere Designates Knight as Agency Officer

H. L. Knight has been advanced to agency vice-president of Paul Revere Life and Massachusetts Protective.

Mr. Knight has been eastern superintendent of agencies since 1948. Prior to this he had been in the Union Mutual Life agency department since 1932.

With Union Mutual, Mr. Knight had served as auditor, agency secretary, assistant superintendent and superintendent of agencies, and became agency vice-president in 1945.



H. L. Knight

MANAGERS

Slate Bingham at Springfield, Ill.

Millard F. Bingham, general agent of Mutual Benefit Life, will discuss "Selling a Man on the Job as a Career Underwriter" at the January round table discussion of the Springfield, Ill., General Agents & Managers Assn. This is the third in a series of such discussions conducted by the Springfield group. Planned for the February meeting is a talk by Harold Meyer, manager of John Hancock, on "Training Methods." Meetings are planned through June.

The discussions are patterned after those held in Indianapolis in 1948. Denver C. Fields, general agent of Lincoln National, is president of the Springfield managers group.

Hartford Elects Oberholtzer

W. Dick Oberholtzer, Manufacturers Life, has been elected president of the General Agents and Managers Assn. of Hartford. Ralph H. Love, Connecticut Mutual, has been named secretary-treasurer.

Earl Schwemm, Chicago manager of Great-West Life, will address the Columbus Life Managers and General Agents Assn. on Jan. 20.

Life Managers Assn. of Pittsburgh will hear James E. Rutherford, vice-president of Prudential, at a luncheon Jan. 11.

Hospitalization Rate Paid for Confinement at Home

Hospitalization payment for home confinement is the unusual provision of the new group plan of the Electrical Insurance Trustees, an organization of Chicago electrical construction employers written through Occidental of California. The plan provides \$8 a day hospital room and board for the employee and his wife and the same amount at home if a nurse is in attendance and a written affidavit is furnished from the attending physician that the claimant's illness or injury is serious enough to warrant hospital confinement. The physician also gives his opinion as to the number of days confinement will be necessary. Daily home and hospital benefits are payable for 100 days.

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LUTHERAN MUTUAL LIFE INSURANCE COMPANY
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Gibney to Central Assurance

Kenneth J. Gibney has resigned as secretary of Shawnee Mutual of Columbus, O., to become agency manager of Central Assurance there, a newly created position. He has had about 20 years experience in insurance.

Wiren, Gannon Advanced

Equitable Society has promoted A. R. Wiren from assistant superintendent in charge of the group issue and services division to director of methods and planning and has named John F. Gannon as his successor. Mr. Wiren joined the company in 1936 and became an assistant group superintendent the next year. A former naval architect, Mr. Wiren had been with Bush Service

NEWS OF LIFE COMPANIES

Reserve Life Shows Rapid Expansion in Life Department

DALLAS—Progress of Reserve Life's life department during the last six months was such that it wound up the year with \$23 million of life insur-



C. A. Sammons



S. J. Gilbert

ance in force and assets of more than \$10 million, according to President C. A. Sammons.

Expansion of the life department began last July, when Sam J. Gilbert joined the company as vice-president and director of life agencies. Mr. Gilbert began his insurance career in 1938 as an agent for Aetna Life in St. Paul. He later was with the Reliance Life as district manager and remained with that company until 1943, when he became field supervisor for Continental Assurance for Minnesota and several other northwestern states.

Since joining Reserve Life he has brought into the company as territorial agency supervisors Gordon Goetschel

of Los Angeles, who covers the Pacific states; John Marzolf, supervisor for the mid-west; and John Brand and Fitzhugh Lee, who take care of the southern and southeastern states. All are men of long experience in this type of agency work.

Since July the company has added four million-dollar producers to its agency organization plus a great many successful smaller agencies in various states. Reserve Life is licensed in 35 states and the District of Columbia and has, so far started life operations in only six of the states in which it is qualified to do business.

The company issues both participating and non-participating policy forms. Monthly income disability is available as well as attractive income supplements and the usual double indemnity and premium waiver forms. The company accepts substandard business up to 600% mortality rates.

Reserve Life has been notably successful in the disability and hospitalization insurance field. Its premium income in the disability field was more than \$13 million for 1949 and the company plans to continue aggressive development of its disability and hospital business as well as its life department.

Pyramid Life Offers Plan for Taxing Companies

Seeking a federal income tax basis that would bear less heavily on the newer and smaller companies than any plan thus far proposed, Pyramid Life of Little Rock has sent a circular letter to all life companies asking for support of its own proposal.

This proposal is a modification of that recently advanced by President William Montgomery of Acacia Mutual.

Pyramid's proposal is that the net taxable income be found by taking one-half the sum of the free investment income and the amount derived by the average valuation rate formula, which is the Montgomery proposal, but Pyramid asks that for companies with less than \$75,000 of net taxable income the first \$25,000 shall be non-taxable and the next \$50,000 taxable at the regular corporation income tax rates. For companies having from \$75,000 to \$100,000 of net taxable income, the exemption would be the difference between the amount of the net taxable income and \$100,000. For companies having \$100,000 or more of net taxable income, there would be no exemption. In this way, companies having less than \$100,000 of net taxable income would pay less tax than if there were no exemption, but the exemption would be reduced gradually so that beginning at \$100,000 the tax would be the same as under the Acacia Mutual proposal.

Free investment income is the amount of investment income left over after deducting investment expenses and the interest which the company must add to policy reserves or must use to satisfy other interest obligations to its policyholders. The average valuation rate formula was described in some detail in THE NATIONAL UNDERWRITER for Oct. 21.

Adopts No-Receipt Plan

Provident Life of North Dakota, starting this month, is eliminating the issuing of premium receipts, except where policyholders specifically request it or where payment is made in cash.

Conn. Mutual Up \$5½ Million

HARTFORD—The second best year in its history was reported for 1949 by Connecticut Mutual. New business amounted to \$210,433,263, up nearly \$3½ million. Insurance in force stands at \$1,960,017,627, up \$128,453,517.

Home Beneficial Life's new \$1½ million home office building is expected to be ready for occupancy in about 11

months. It was delayed about seven weeks by the steel strike.

Holmes has been with Connecticut General at Cedar Rapids since 1944.

William M. McGrady has been appointed office manager for the Horton Revere Life named Leo S. Holmes as general agent at Cedar Rapids. Mr. Newark.

Unified Selling Plan Builds Successful Sales Careers

by BERT PERRY, Manager, West Texas Department

In my opinion, the most important element in the building of a successful sales career is to have a unified selling plan combined with contracts that really serve the needs of the policyholder.

The reason for my choice of Reliance as a Company was the feeling that Reliance policies were a real answer to wide public needs and that "Perfect Protection" was the answer to an agent's need for a unified selling plan.

My success in selling life insurance has been mainly the result of having "Perfect Protection," the Reliance combination of life, accident and health insurance, to offer my clients.

I consider "Perfect Protection" the ideal combination of modern policies for the progressive salesman's kit.



Bert Perry signed his first contract with Reliance in 1932 after a very colorful career as an automobile dealer in Texas and Mexico.

From the very start Bert was a consistent producer and then he decided to take advantage of his Reliance contract and hire other men. He has built a substantial agency producing more than \$2,000,000 annually. He passes on to his agents some of his own enthusiasm for Reliance Life and "Perfect Protection."

RELIANCE LIFE

INSURANCE COMPANY OF PITTSBURGH

INSURANCE DISTRICT MANAGER

Strong, progressive life, health and accident company offers rare opportunity for man with successful industrial insurance experience to head long established and fully staffed district in Kentucky. This type of position is seldom open and man selected must be of unquestioned integrity and must not only have full knowledge of the business but must have the ability to pass this knowledge on to sales personnel. The opportunity for such a man is truly exceptional. Company has enviable reputation as to policy holder and personnel relationships. Retirement plan and employee benefits. Company will pay moving expenses. All replies confidential. Give full information in first letter, including dates of employment. Our own organization knows of this ad. Address Y-5, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

5 STEPS TO AGENCY SUCCESS

H. O. TRAINING SCHOOLS

AGENCY SUCCESS

PRIZE WINNING SALES AIDS

ANNUAL CONVENTIONS

4-WAY INCOME PLAN

GENERAL AGENTS ADVISORY COUNCIL

Write H. S. McConachie Vice-Pres.

American Mutual life

INSURANCE COMPANY
DES MOINES 7, IOWA
A General Agency Company

N. W. Mutual Holds Big Eastern Rally

(CONTINUED FROM PAGE 1)

borrowers' problems were being applied to the problems of the provident American whose thrift is penalized by policies of which he seems to be little aware," Mr. Fitzgerald observed.

He decried inflationary tendencies that cheapen the value of the dollar.

Discussing the federal income tax on life companies, Mr. Fitzgerald said that while the life companies do not contend they should be free of federal income tax, even though such a tax is a further penalty on thrift, Northwestern Mutual has expressed opposition to the retroactive feature of the pending proposal as a matter of principle.

Looking ahead, Mr. Fitzgerald said that the mortality trend can hardly improve and no general improvement in

the interest rate on new investments is anticipated. He said he did not assume that federal regulation arising out of the recent congressional studies will be enacted but definite predictions cannot be made positively and these problems of regulation "will always be with us."

Praising the record of the field force in selling life insurance in competition with tangible goods, Mr. Fitzgerald also had a good word for the company's national advertising program as a tool for the agent and predicted that it would gather even greater momentum during 1950.

Grant L. Hill, vice-president and director of agencies, set the stage for the eastern regional meeting Tuesday morning with his talk on "Your Market."

"Proud as we are of the fact that life insurance in force in this country has doubled in the last 14 years, the average life insurance owned per family is still considerably less than a replacement of the first year's income for that family," he said. "To have a market for our product there must be people—they must be our type of people who require our type of insurance service—and they must have income beyond that required for the necessities of life."

Mr. Hill went on to prove, quoting eminent authorities as his source, that certainly with the population growth there would be plenty of people and plenty of family units with life insurance needs. He pointed out that managerial, technical, professional and clerical jobs are increasing faster than the gainfully employed as a whole.

Cites U. of Mich. Figures

Referring to the University of Michigan research center survey made in 1949 for the federal reserve board, he said this brought out that 15% of all families are in the over-\$5,000 income group and that they take home 40% of all cash income. Mr. Hill then showed that considerably over 70% of these over-\$5,000 income families are in the Northwestern Mutual type of market.

Using figures, Mr. Hill stressed the tremendous amounts being spent in this country on so-called luxury items, leaving no doubt that there are plenty of marginal dollars if the life agents will but tap them.

The importance of the women and youth market in life insurance was also stressed. Mr. Hill gave some interesting illustrations of how some of the leading agents were capitalizing on these segments of the market, while others are passing up the opportunities. Figures given showed how agents in one particular city were selling those engaged in the various professions, and contrasted this with a poor job of coverage of these professional groups in another city, although the company has many able agents in both cities.

"Analyze '49 Business"

"If you would increase your business in 1950," Mr. Hill said, "then analyze your business of 1949. It will reveal the source of your best sales. Endeavor to strengthen those sources. It will also throw the spotlight on the excellent segments of your market which you are not tapping. Resolve to do something about it. Get organized to really cover the market for which you are best suited."

AGENTS' METHODS

Fred N. Tornow, Buffalo, was chairman of the Tuesday morning meeting which opened on time, well attended.

How to capitalize on the doctors' market was described by Paul O'M. Connolly, Providence, who finds himself at home among physicians because he studied medicine early in his career. "Get to know your examiners real well," he suggested. "Perform real service for your clients and they'll be glad to recommend you to others. Approaches in any field can be modeled after one concentrating on doctors." A good prospecting help for him has been to ask for and receive permission from his doctor clients to use their names as references in writing other doctors. This usually gets him a favorable reception at the interview he requests.

Methods for prospecting by personal observation were presented by Leroy R. Schultz, Norristown, Pa. He uses local daily and weekly papers and follows up on marriages, births, wills, real estate notices, social and club news and business promotion stories. This works very well in his own small town, he said, and gives him a reservoir of names for his prospect list.

The agents' own clientele provide a great source of prospects said Chauncey D. Cowles, Buffalo. Juvenile is a natural coverage for present policyholders and it's easy to follow up birth an-

nouncements, he stated. The marital deduction and the 1948 revenue act are still good reasons for selling, he said and "don't overlook wife insurance and grandparent-grandchild gifts based on it." He suggested getting personal policyholders to recommend leads for business and key-man sales "but balance prospecting among policyholders with judicious solicitation of new leads," he warned, "or your market will dry up."

Cold canvass one day a week, from spring until fall, will produce results and can keep an agent on his toes, Frank C. Cuce, New York City said, reporting on its use in selling partnership insurance.

How he moved into a strange new city and built his annual production to more than \$800,000 in two years was related by John M. Law, Bluefield, W. Va. His first problem was to get himself and the company, which was re-entering the area after 25 years, well known. He spent almost a year on a broad direct mail campaign among doctors and lawyers and on the better residential addresses in town, as well as contacting all orphan policyholders in the area. He followed these up by phone. With numerous personal contacts he has been able to establish a business that is still growing. "Prospecting is like shaving," he said. "If you don't do some every day, you'll be a bum." His talk concluded the panel on prospecting.

Has Elaborate File System

Plan your work, work your plan, and make your plan work you, Hugo K. L. Hurrelbrinck, Baltimore, recommended in a featured talk. He maintains an elaborate system of files for prospects in the preferred, active, inactive and pending stages. His time is calendarized well in advance and he has made routine the problem of contacting centers of influence, using direct mail approaches to policyholders as well as pieces which continue his friendly relations with clients. He purchases various reprints from different magazines to augment his supply of company material.

Mr. Hurrelbrinck described the refinements of his very organized sales life. A secretary on a part-time basis is essential to every agent writing \$250,000 a year and a full-time secretary for one writing \$500,000. "She'll earn her way in relieving you of detail work," he said.

He files away sales ideas and suggestions he reads or hears of and reviews them periodically to refresh his methods.

He uses the telephone from 9 a. m. to noon on Mondays and from 9 to 10:30 a. m. on Wednesdays for appointments. He attempts to see only one prospect per morning and one per afternoon. "This makes 10 a week," he said, "and if I sell only one or two, the occasional big case keeps my production up."

In an enlarged wallet he carries a complete set of selling tools, including photographs and other illustrations to meet common objections. Among them is a small marble which he tells young prospects compares in size to the premiums their insurance program would require. In their forties and fifties the marble will change to a baseball or eventually a heavy cannon ball. This has been effective in defeating the "I'll wait a while" objection, he observed.

Superintendent Dineen of New York

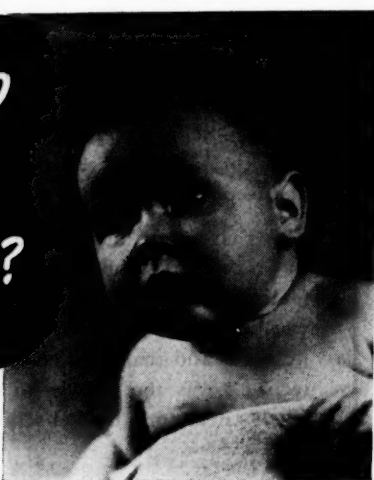
BENEFITS PAID SINCE ORGANIZATION

OVER \$60,000,000

SUPREME FOREST WOODMEN CIRCLE

Omaha, Nebraska

SOUNDS GOOD
BUT - WHAT'S
THE RECORD?



A good question, young fellow! A question that every purchaser of life insurance protection should ask, as most people prefer to do business with an old, well established organization, whose prestige comes from a long record of service in its particular field.

Throughout Modern Woodmen's 67 years of faithful service to insureds and beneficiaries, it has always kept abreast of modern develop-

ments in the life insurance field. This, coupled with the competent advice of qualified counsellors, schooled in the facts of life insurance, assures the best in scheduling a program of life insurance protection to meet each individual's specific needs.

\$735,000,000.00 paid in benefits.
Assets exceed \$155,000,000.00.
(Choice territory and attractive contracts for agents)

MODERN WOODMEN
OF America

EST. 1883

ROCK ISLAND, ILLINOIS

TEAMWORK WINS

The teamwork of Woodmen camp officers, members and field representatives is a winning combination. This, together with the benefits 425,000 Woodmen receive from its "Fraternity in Action" program of fraternal, social and civic activities, is bringing the Society greater strength in membership, insurance in force, assets and reserves.

WOODMEN OF THE WORLD
LIFE INSURANCE SOCIETY

OMAHA, NEBRASKA

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renewed his requests for concerted life company action to combat plans for government health insurance in his talk Tuesday afternoon.

Ordinary agents are in the problem as deeply as anyone in the insurance business, he asserted. The first attack of the proponents of government insurance is on the cost of selling coverage.

A review of the fact-finding sheet of the company's planned income sales technique and its uses was given by Raymond E. Williams, Richmond, at the afternoon session at which E. Morris Abernathy, Norfolk, presided.

Urges Use of Simplicity

Ernest S. Hickok, New York City, urged the use of simplicity in selling a program. He stressed the importance of gaining the complete confidence of the prospect and of retaining it once the prospect graduated to client status. He prefers program selling to package sales because it leads to a life-long relationship between his clientele and himself and many future sales as clients needs, ambitions and finances change. He uses a rough audit work sheet which he marks in red pencil before returning to the prospect to talk with the prospect about his needs and other problems that may develop in the future. Programming saves time in the long run even though it sometimes seems wasted when the prospect turns down the sale.

Review the prospect's ambitions and his desires to protect his family before presenting the program, Clarence E. P. Crauer, Poughkeepsie, suggested. Recite the figures the prospect gave on the money he could have before showing him your solution, he urged. This primes him and reminds him of what he said and puts him into the buying mood. Use color in your speech. Put as much color into your words as you use in your programming charts, he suggested. Work on the prospect's emotions.

Timing Vital in Closing

Mr. Crauer suggested that agents not be hesitant about closing but that they should not jump into it too soon. Let the prospect relax. Let him ask questions. Tell him some interesting points about the policy. Then gradually work back and insert questions about the medical and when he can appear for the examination.

Argue Merits of State vs. Federal Disability Plan

(CONTINUED FROM PAGE 1)

persons otherwise honest will lie about their physical condition to get their 15 days sick leave. In handling disability it is hard to tell whether the condition exists or not, it is expensive to follow through on investigation. If there are low administrative costs, greatly increased benefits will be paid.

All Should Share Cost

Mr. Cohen favors employer-employee participation in disability costs. The employer should consider these costs as part of the expense of doing business and the worker should pay because it keeps him alert to his responsibility. The government should bear part of the cost because good health, economically and otherwise, is a community and national asset.

The disability program at federal level should start with a basic amount for the individual and then add amounts for dependents, he continued. The benefits should be related to the wage. More important, there should be more weight given to the social purpose of such benefits. The exclusion of maternity benefits shows the anti-social character of state plans written by private insurers.

Mr. Becker said that one reason insurance company program is expensive and complicated is because of restrictions in coverage. The idea that the worker has a more personalized feeling if the employer deducts for disability and sends it to the state capital rather

than to Washington is not a sound argument, he added.

Mr. Walsh said the prime reason that the New York law was tied up with workmen's compensation was to keep the state out of the clutches of Washington. The Rhode Island experience implies the same feeling there.

Federal Specter Raised in R.I. Row

(CONTINUED FROM PAGE 1)

Forbes said he had suggested to Bowles of Virginia, chairman of the examinations commission of N.A.I.C., that he call a meeting to discuss the report of examination before it was released as a public document.

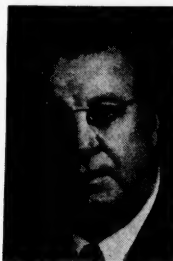
About 40 were on hand for the Providence conference Wednesday. These include the commissioners and attorneys general of most of the states that participated in the convention examination.

Powers stated this week that the evidence indicates to him that Rhode Island is solvent. He said the conference called by Mr. Bisson was to determine what could be done, that failure of the states to sign the examination report was causing time to run against the insurer.

He stated that the letter he wrote to Mr. Bisson which Mr. Bisson circulated to the states on the examination, and which contained reference to a federal investigation was not coercive as charged by Forbes, however, he added, he would not hesitate to charge chicanery by commissioners who refuse absolutely to sign the report. The grievances of those commissioners, fancied or real, are not going to jeopardize interest of investors or policyholders in Rhode Island. A federal examination would permit disclosure of any merit in the contentions of other states.

Robertson, Head of Foresters, Dies

TORONTO — Tom Robertson, 61, president of the Independent Order of Foresters, died at his home here. He was elected last May to the post, which is a full-time position. Following service in the first world war, he went to Canada from England, becoming dominion secretary of Royal Templars and later dominion general manager. In 1930 he arranged the merger of the Royal Templars and the Foresters. He was appointed superintendent of field work in 1941.



Tom Robertson

Mr. Robertson made a trip to England last summer on the business of the order. His talk on British fraternal insurance and social insurance was one of the features of the 1949 National Fraternal Congress.

Bankers Nat'l Appoints Adam

Bankers National Life has appointed Alvah B. Adam general agent in Philadelphia. He attended the Wharton school and served in the navy, entering insurance in 1945. He is president of the Junior Chamber of Commerce of Philadelphia.

Three Supervisors Advanced

Phoenix Mutual has advanced Creely S. Buchanan to supervisor in charge of the newly established New Hampshire agency; Chester L. Larkins to supervisor in charge at Kansas City, and J. Edward Lupien to supervisor in charge of Chicago (central) agency. All were field supervisors.

Provident Names Greenwood Asst. Insurance Supervisor

Provident Mutual has elected William H. Greenwood, Jr., as assistant insurance supervisor. He graduated magna cum laude from Dartmouth in 1937. In 1938 he received his master of commercial science degree from Amos Tuck school of business administration. He joined Providence Mutual in 1938. He is a naval veteran. He



W. H. Greenwood

is a fellow of the L. O. M. A. Institute.

All-Industry Invitation Given to Wendell Berge

WASHINGTON — Wendell Berge, counsel of Assn. of Insurance Advertisers, has received an invitation from A. V. Gruhn that the association name a representative to the all-industry committee. Mr. Berge has referred the matter to E. J. Becker, Mutual Hospitalization, Wilmington, Del., A.I.A. president. Copies of the invitation have gone to all association members. Mr. Becker is expected to get the views of association directors in a mail canvass.

73%

LARGER NEW POLICIES

(OCTOBER, 1949, ANALYSIS)

**are purchased by
MUTUAL TRUST
LIFE
policyholders
when they buy additional
insurance... as compared
to new policyholders.**

- This recognition of our "Policyholders come first" management principle insures our agents of continued success as THE MUTUAL TRUST MAN IN THEIR COMMUNITY.

A few general agency openings available

"Nothing Better in Life Insurance"
MUTUAL TRUST
 LIFE INSURANCE COMPANY
"As Faithful as Old Faithful"

Home Office: 135 South La Salle Street Chicago 3, Illinois

A 44 Year Old Low Net Cost Company With Over \$350 Million in Force and Over \$100 Million in Assets

• TWO REAL OPPORTUNITIES •

A fast-growing life and health and accident company has state agency openings in two southern states.

Two capable insurance men—maybe only personal producers now—are going to find these openings their means to success with a company writing complete personal coverage, both individual and group.

Write today—in confidence—to T. D. Eilers, President, World Insurance Company, Omaha, Nebraska.

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VIRGINIA & GEORGIA

**BOWLES, ANDREWS &
TOWNE**

Consulting Actuaries

Employee Benefit Plans

RICHMOND • ATLANTA

Greener Fields Draw Group Men

(CONTINUED FROM PAGE 3)

requests to group insurers to recommend specialists in the employee benefit field. These firms want to hire experienced men at very good salaries to handle their business exclusively. Research men on a full or part time basis are also being sought. One group executive said that he had on his desk requests from 14 large employers for trained employee benefit men. It is natural that there has been a steady flow of trained men away from the insurers to business firms and into consulting work. Industry is not interested solely in pension specialists, but in men with overall employee benefits backgrounds. There is no better source for these men than among the experienced insurance company group personnel.

There are other group men who have joined the category of consultants, working in firms which furnish actuarial and technical advice to industry on a fee basis, as well as drawing commissions on sales.

It is not merely a case of a group life insurance company taking personnel from another group life insurance company, but men often transfer from a life company to a casualty company. Many new casualty companies have entered the group field, particularly in connection with compulsory disability coverages. Naturally they must find a nucleus of trained personnel among companies longer established in the field. Some casualty companies have tried to train their own personnel, but this is an immensely difficult job. It usually takes a good five years to train a man to be a competent company employee benefit representative.

Lengthy Apprenticeship

The fact that it takes so long to train group men is another factor in creating a shortage of competent group personnel. There has not really been enough time since the war to build staffs. The men who are trained frequently pass off into other fields. Building up group representation for some companies is a heartbreaking and a backbreaking task. The tragic aspect of the deterioration of group insurance staffs is that the companies have never before had such a need for competent group insurance men. It is largely through the company representative that the insurance companies are able to compete with state funds and with advocates of self-administration, either in welfare funds or in the bank-pension field.

Technician, Salesman, Negotiator

The group insurance man is a combination technician, salesman and negotiator. He has a tough job that often calls for exhaustive travel. He is often the link between labor and management in a given contract situation. He must be diplomatic and know when to keep his mouth shut, yet he must retain control of situations so as not to get his company out on a limb and still get the business by pleasing everybody concerned. The necessary level of performance cannot be kept up by throwing green men into a role that calls for the utmost in both tact and training. Perhaps employment in this field will steady. Until that time, the group insurance departments of all the companies will be keeping their fingers crossed and try to make the field attractive enough so that good men will stay on.

Roy M. Hill and Charles G. Gerber have been promoted to assistant managers in charge of the new Whittier, Cal., office of Prudential.

Wallace S. Sargent has been promoted to assistant district manager at Van Nuys and William D. Hanger has been promoted to assistant district manager at San Pedro.

POLICIES

John Hancock Reduces Group Annuity Rates

Reduction in group annuity rates has been announced by John Hancock. Rates will be based on an interest assumption of 2 1/4% rather than 2% as formerly. It is estimated that a decrease in group annuity premiums will result both in the case of past service annuities and future service annuities.

London Life Sticks to Scale

London Life of Canada is continuing its same dividend scale for 1950. Interest on dividend accumulations and policy proceeds will be 3%, or the guaranteed rate if higher. London Life has made a slight reduction in its preferred non-participating premiums and in its non-participating term premiums.

Issues Waiver With Term

Minnesota Mutual is issuing waiver of premium disability benefit on all single life 10 and 15 year term policies. The rates will be the same as for similar benefits on life paid-up at 85 and will be subject to the same age limitations.

Provident Indemnity Life now insures up to age 70. The limit had been 60. Both life and A. & H. are issued non-medically to age 70.

Equitable Life of Canada is now issuing \$10 and \$20 family income riders without the return of premium benefit. These plans, issued for 20 years and to age 65, are in addition to the family income riders with return of premiums previously issued.

Great National Life is amending its total and permanent disability riders to provide coverage until the insured attains age 60. The double indemnity rider is amended to provide coverage to age 65.

Examine Indices Revealed by Statistics in A. & H. Field

(CONTINUED FROM PAGE 2)

clude information as to sex, amount of coverage, and occupation. If the figures get too refined, the experience becomes sparse and incredible. As to losses, such as doctor bills, weekly indemnity, etc., the company does not code as it goes but waits until the loss is settled. This commits the company to a policy year investigation. Its reserve estimates, Mr. Streeter suggested, are probably correct in the aggregate and not quite so correct in individual losses.

Offset by Selection

It would be important to collect information as to residence and state if the company were reporting to a rate-making bureau. Experience in automobile liability and in fire differs from locality to locality, but for A. & H. companies do not differentiate in rate by residence. The differences, it is believed, are ironed out by selection.

It is much easier for the agent in selling A. & H. to say that it is like life insurance, insured pays the same premium each year. It would be possible, perhaps, to show a small decrease in premium when insured gives up skiing, but it would be disturbing to knock 10 cents off the rate this year and put it back in for some other factor next year. The average premium per policy in this field is small, \$30 to \$40, and a company cannot indulge in too many refinements because of expense. The company doesn't attend variation by amount; it corrects any differentials by underwriting, that is if someone wants too much, he doesn't get it. Steadiness of employment has a bearing on a loss ratio. The company doesn't investigate death or

disability rate by occupation. This would take years to do and by that time occupations would change.

The relative cost of benefits gives the actuary a chance to use statistics and this experience is worked out in some detail, Mr. Streeter said. Again the company is unwilling to change rates each year. What it does is wait until a marked trend appears. Otherwise it would disturb its business too greatly.

A. & H. companies may not be the place to go to get accident trends. They are not too much concerned if auto deaths go up if at the same time another important cause of accidents goes down. In summary, if the prospect is reasonably healthy, his occupation will determine the rate.

Peter A. Peyser, son of Manhattan Life's general agent in New York City, Percy A. Peyser and Mrs. Peyser, was married to Marquerite Richards, the daughter of Mr. and Mrs. Elmer Richards of New Hyde Park, L. I. Peter Peyser is a graduate of Colgate and served in the army. He has just been designated associate general agent.

Walter A. Streb, supervisor at Dayton, O., for Aetna Life, has been named assistant general agent.

FOUR ANSWERS for the AMBITIOUS LIFE UNDERWRITER

QUALITY COMPANY . . .

top rated mutual . . . over half century service . . . over three hundred millions insurance . . . over one hundred million of assets . . . over eight million in surplus . . . one of the very lowest net cost positions . . . full level premium reserve basis . . . modern . . . zero to age 65 . . . streamlined policies . . . sub standard facilities . . . direct home office collection of premiums.

QUALITY COMPENSATION

very unusual, and well vested General Agents contract . . . generous and attractive for the career life underwriter . . . with extra automatic financing commissions . . . pays well for quality men and General Agents . . . a fine pension plan.

QUALITY TRAINING . . .

two week home office schools, refresher schools, for career men . . . constant group training for both young and veteran General Agents . . . in selection . . . recruiting . . . training . . . and supervision techniques.

QUALITY TERRITORY . . .

often possible for the ambitious life underwriter who wants to build two or three quality men, or more, right in his own territory.

CENTRAL LIFE
ASSURANCE SOCIETY
MUTUAL
DES MOINES IOWA

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One of the best

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The Prudential's 75th Anniversary Year

Make it YOUR Year of Group Commissions

1950

**SELL PRUDENTIAL GROUP
INSURANCE WELFARE PROGRAMS**

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4								
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25
29	30	31					26	27	28					26	27	28	29	30	31	

GROUP LIFE INSURANCE • ACCIDENTAL DEATH AND DISMEMBERMENT

APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	1	2	3	4	5	6								
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	

GROUP ACCIDENT & SICKNESS • MEDICAL • HOSPITAL • SURGICAL EXPENSE

JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	1	2	3	4	5	6								
2	3	4	5	6	7	8	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28	29	30	31			24	25	26	27	28	29	30

GROUP CREDITORS LIFE INSURANCE • GROUP RETIREMENT PLANS

OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4								
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
29	30	31					26	27	28	29	30			24	25	26	27	28	29	30

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INSURANCE COMPANY OF AMERICA

a mutual life insurance company

HOME OFFICE, NEWARK, N. J. WESTERN HOME OFFICE, LOS ANGELES, CALIF.

"We took Inventory for Success"

says Mrs. W. E. Irvin, Fresno, California



"When four years ago Bill and I took inventory of our future, we had to admit that the good things we wanted for ourselves in coming years would be out of our reach on Bill's modest salary. To us success meant better-than-average advantages for our children, a comfortable home, a chance for Bill to use initiative in his work. Our inventory proved we could never accomplish these things.

"Bill had worked for a major oil company for 10 years and had done well as a Fire Prevention Engineer. He did not like to leave this job but in his organization promotion rested precariously on the whims of superiors and internal company politics, so he felt a change was the only solution.

"We knew everything about the kind of job Bill wanted except where to find it! From the time he was 10 years old and had sold everything from magazines to patent medicines from door to door, he had the idea he could succeed as a salesman. What he considered important, though, was selling people something they needed with a persuasive yet dignified presentation.

"We were in a quandary until we remembered how a Minnesota Mutual salesman had used an Organized Sales Presentation to convince us of our need for additional insurance. A telephone call to our insurance advisor during which Bill discussed our situation convinced him that life insurance selling was the ideal answer to his job quest. Three weeks later Bill, Carol, Barry and I were Minnesota Mutualites for keeps!

"From the first day Bill joined the Minnesota Mutual he began hitting his stride. He loved helping people. Now he's supervisor in his agency, we own our home, and our children are enjoying dancing and piano lessons along with other activities. We're all loudly singing the praises of the Minnesota Mutual!"

Bill Irvin joined The Minnesota Mutual Life Insurance Company in September, 1945, and in 12 months had paid for \$647,094 of new business. In his first full year he received 8% of first-year commissions in extra CLUB CREDITS as a quality award. Bill is now a Millionaire

having over \$1 million of personally written business in force. His effective selling results from his use of the Organized Sales Plan with the wonderful SUCCESS-O-GRAPH* — a plan used exclusively by many Minnesota Mutualites.

*reg. U. S. trademark

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THE MINNESOTA MUTUAL LIFE INSURANCE
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Saint Paul 1, Minnesota

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